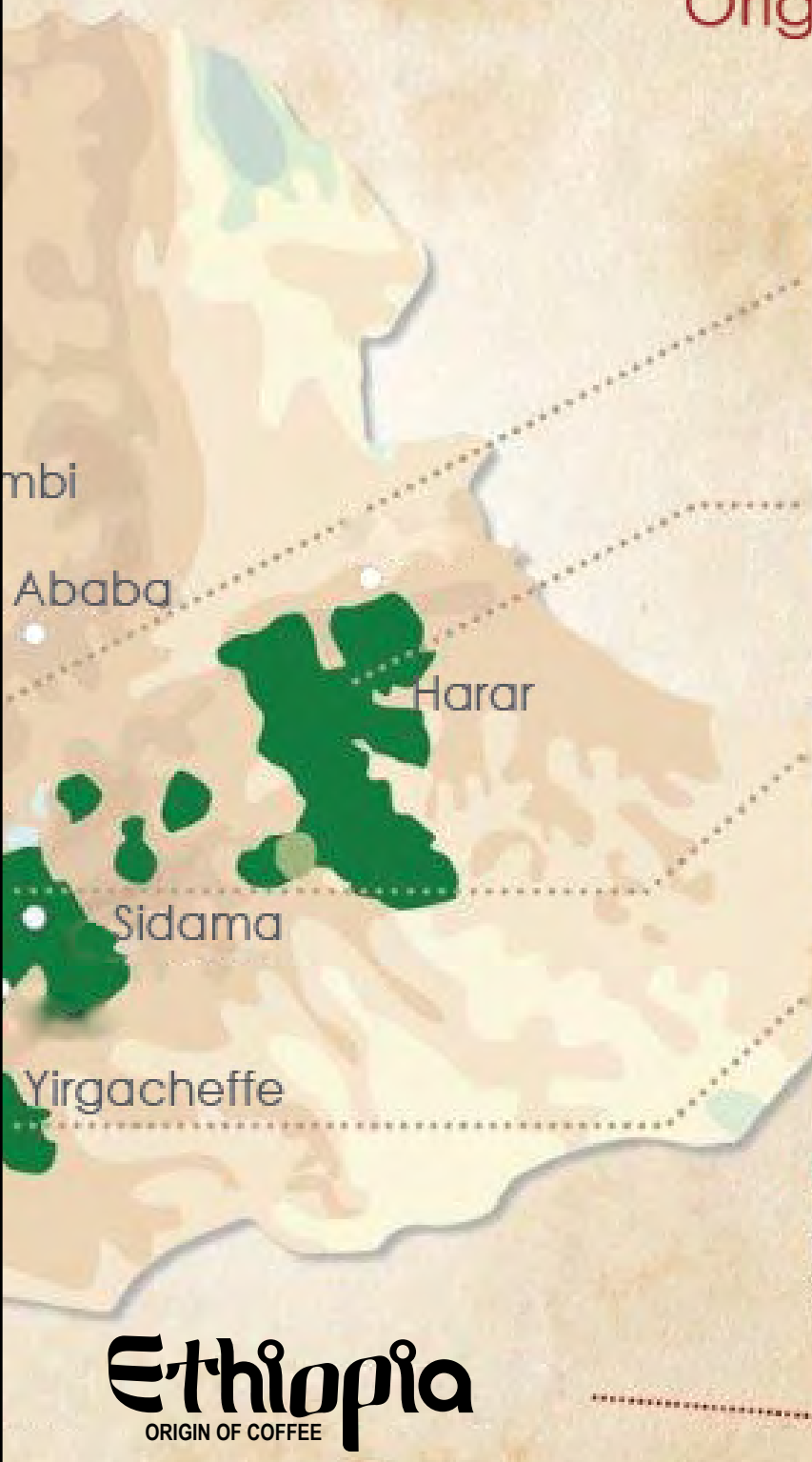




ETHIOPIA

Origin and Diversity



Limu

Reminiscently winy flavor, delicate to lively acidity, sweet and complex

Harar






Distinctive deep mocca flavor, round creamy after taste

Sidama

Spicy, medium to lively/firm acidity balanced with wonderful exploreable flavor notes

Yirgacheffe

Uniquely floral flavor, complex, sweet & gourmet

-  Garden Coffee
-  Forest & Semi-forest Coffee
-  Plantation Coffee
-  Sundried Coffee
-  Washed Coffee

ETHIOPIAN COFFEE RESOURCES



ETHIOPIAN COFFEE PRODUCTION SYSTEM



ETHIOPIAN SPECIALTY COFFEE

Ethiopia is the only country in the world who is naturally gifted to be compatible with specialty coffee. Specialty coffee requires a coffee to have special and distinctive flavor notes besides other qualities.

Ethiopia is naturally gifted for the specialty coffee types and its related perspectives because:

- It produces and exports coffee in line with its geographical origins having their own special flavor notes
 - Floral coffee like Yirgacheffe are naturally grown
 - Special Mocha flavor like Harare with special quality
- Ethiopia has thousands of genetic pool yet to be extracted in their unique incense of aroma, flavor and taste
 - Ex-Situ reserve
 - In-situ reserve
 - Existence of Jungle forest coffee, etc...

- Potential opportunity exists for extraction of special flavor notes for having special character
 - During Espresso extraction
 - Barista competition
 - Blending and Brewing, etc.
- Potential opportunity for the specialty coffee research for exploration and profiling to enrich the growing demand of consumers in the specialty market.
- Have the facility and the first certified lab in Africa by SCAA, which can be used as a potential opportunity for
 - Demonstration
 - Training
 - Profiling
 - Arabica Q-coffee certifications, etc.



WHAT MAKES ETHIOPIAN COFFEE UNIQUE?



High coffee genetic diversity for desirable traits

Wide suitable environments – varying ranges

Possibility to promote single origin specialty coffees

Farmers' traditional knowledge and experience

Organic farming

Shade-grown coffee landscapes

Natural coffee forests- UNESCO Biosphere Reserves

Cultivar with varied coffee content

Plenty of choice for yield and disease resistance

Modern coffee marketing system at ECX

Wider choice of research for medicine, food and beverage

TRACEABILITY



Coffee processed at wash or hauling station

Each truck leaving processing station will be tagged

Coffee sampled cupped, and stored (GRN issued)

Traceable (Tagged) Coffee Traded @ ECX Trading Floor

Traceable Coffee Picked up by Buyers

Traceable Coffee Processed at Buyer WH

Roasters Receive Coffee Traceability Report (Digital Passport)

ECX TOWARDS TRACEABILITY AND SUSTAINABILITY

Offering traceable coffee

The new evolved trading model of exchange will allow and assure the coffee producer, supplier and exporters to sell and buy coffee not only based on its physical and inherent cup quality but also by having full access and detail information exactly where your coffee comes from and that it was produced.

Therefore, we are now proudly committed to trace the journey of your coffee from bean to cup and back that will give you an important tool to assure your food quality and safety policy. This can be assured, by allowing you to know and have full access to; the geographic origin of coffee, the name of producer/supplier/ owner of the coffee, farmers' community, ecological detail where the coffee was produced, the specific grade, specific location, etc.

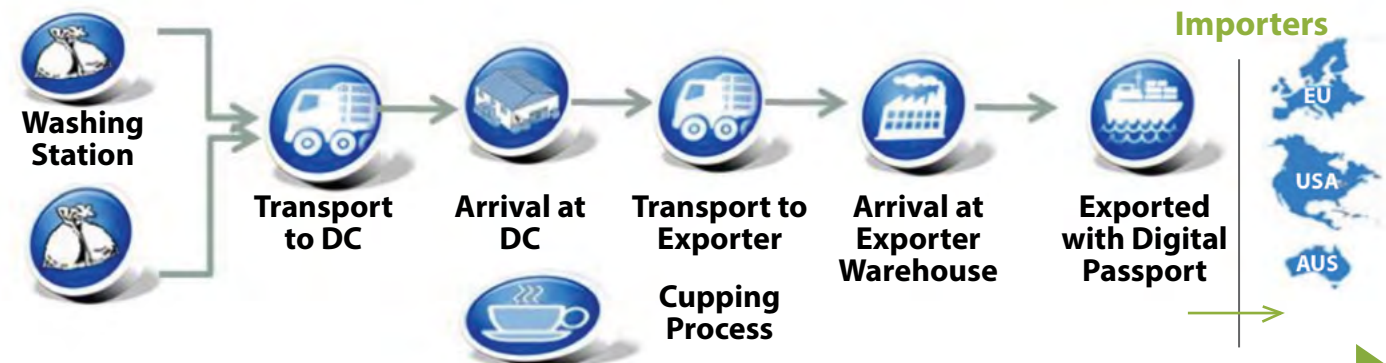
Linking the market with certification

Today's consumers are well-informed and demanding. The best quality of coffee not only means them just as a good flavor and taste but it has to have good inside about the farmer who produced, the people involved and the environment where it grows and comes from. Thus new exchange model allow you to have a sustainable coffee by linking the coffee market with a worldwide and recognized certification schemes to which the buyer/consumers looking and trusting with.

This will give a unique opportunity to connect the coffee consumers with the farmers who produced their coffee by implementing sustainable growing practices, have a good business management that meet market expectation on social and environmental responsibility. This will demonstrate our commitment for making the coffee sector more sustainable through linking the much needed market information on certification to recognize the coffee producer who manage their farm in professional way and care for the workers and environment.

Thus join the new business opportunity in Ethiopia and you will have;

- Coffee of your choice directly from the producer
- The best quality of coffee with a competitive price
- The coffee with full information from seed to cup
- An opportunity to demonstrate your wish and commitment to have a sustainable coffee chain
- All your coffee products have good inside and Eco-friendly produced
- An encouraging polices and proud to support you, etc.



INTERNATIONALLY WELL-KNOWN ETHIOPIAN COFFEE BRANDS

Yirga Chefe Coffee

Yirga-Cheffe is one of the finest highland grown coffees. It grows in SNNPRS and Oromia region, Gedeo and Guji zone. It has fine acidity, body and excellent mocca flavor and aroma. These characteristics are the cause for the great demand and the high premiums often paid for it. Yirga-Cheffe can also be used as a unique origin. It is prepared in washed and unwashed /natural/ type and its green bean physical appearance is medium in size, compact, dense, round to oval ends, grayish to bluish in color. This coffee is grown at high altitudes of 1500/2200 meters. It is uniquely noted for its floral flavor, and complex with medium to firm acidity, full and round tactile sensation, pleasantly lingering, equilibrium, sweet and gourmet coffee with tremendous flavor notes.

Sidama coffee

The SNNPRS and Oromia region are in the part of the country where both washed and unwashed Sidama coffees is produced. The beans are of medium size and have a greenish/grayish color Burbon and typica. Washed Sidama coffee is particularly appreciated for its round cup, balanced acidity, body and good quality mocca flavor, which is sweet in taste and a vital component of gourmet roasters' lists. It is spicy, medium to lively/firm acidity, rich and round tactile sensation, balanced and sweet with wonderful explorable flavor notes – OCHER/Berberere. This coffee is grown at high altitudes of 1400 – 2200m above sea level.

Limu coffee

Limu coffee is renowned for its good cup, sweet, spicy/winy flavor and balanced body and is therefore sought after by many roasters, especially in Europe and USA. Washed Limu coffee is one of the premium gourmet coffees worldwide. The bean is medium in size, has a distinctive rounded shape and greenish color and grows in Oromia region Jimma zone. Its physical appearance is medium to large, compact, oval to oblong with round/pointed ends and its reminiscently winy flavor, well delicate to lively acidity, round and rich in body, well balanced, sweet and complex with incredible noticeable flavor notes – deep red or purple. This coffee is grown at high altitudes of 1400 – 2000m above sea level.

Harare coffee

Harare coffee is produced in the eastern highlands and is exported from the town of Dire Dawa. The bean is of medium to long pointed size and has a greenish to yellowish/golden color. Harar coffee has medium acidity, full body and the distinctive deep mocca flavor. It is one of the finest premium coffees in the world and is grown at an altitude of 2000/2750 meters. This coffee is grown at high altitudes of 900 – 2700m above sea level.

Jimma coffee

Jimma coffee undoubtedly best known by the coffee industry for its high acidity and body, representing almost 50% of Ethiopian coffee exports. The production area is located in the Southwestern Ethiopia. It is an area with a multitude of different indigenous varieties from where excellent specialty types of coffee derive. Only restricted quantities of these specialties can be made available because most coffees of this type are exported simply as Jimma Coffee. This coffee is grown at high altitudes of 1400 -1800m above sea level.

Tepi coffee

Tepi coffee has less acidity, less body and soft flavor but can assist roasters to achieve specific results in their blends. Its washed and unwashed type and moderately bold, oval to oblong with rounded or pointed ends, greenish with wider center cut and less compacted. Tepi coffee is soft to medium acidity, rich/full body and a kind of almond/nutty flavor.

Bebeka coffee

Bebeka Coffee grows in SNNPRS region in Bench Maji zone. Its green bean physical appearance is large and bold bean with moderately soft texture and wider center cut and has soft acidity and full/rich body, and also have a kind of nutty taste with smooth and clean finish after taste. This coffee is grown at high altitudes of 900 – 1500m above sea level.

Nekemt /Gimbi/ coffee

Nekemt coffee is produced in Western Ethiopia and is valued for its flavor and its large bean size. The beans are greenish to brownish in color and the cup generally clean, has good, slightly fruity acidity and the body of a good quality mocca. It is an important part of many roasters' blends, but it can also be sold as an excellent gourmet single varietal. This type of coffee is grown at high altitudes of 1400 - 1800m above sea level and 1500 – 2300m above sea level.

UNIQUE OPPORTUNITIES OF ETHIOPIAN COFFEE

- Arabica alone = 10,573 and 89.85% of the Arabica gene pools is found in Ethiopia
- 99.8% Arabica germplasm its found in Ethiopia conservation (Ex-situ & in-situ)
- A total of 11,691 Arabica coffee germplasm in Ethiopia
- To date, a total of 12,654 Arabica coffee germplasm collected and ex-situ conserved in field gene banks in Ethiopia.





Nekemte and Gimbi

Delicate coffee with medium to pointed acidity and fruity flavors

Jimma

Full body with balanced acidity and flavor

Tepi

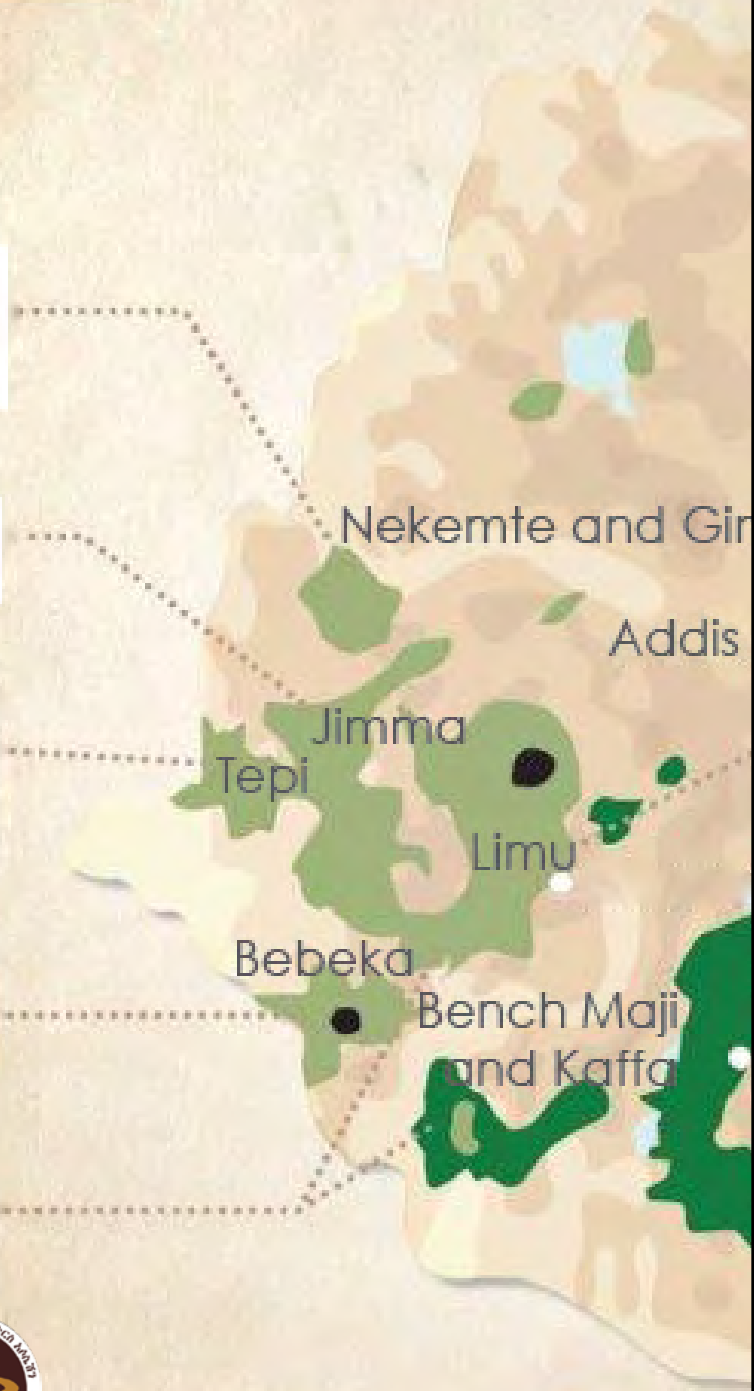
Rich body with light to medium acidity and almond/nutty flavors

Bebeka

Rich body with smooth acidity and nutty flavors

Bench Maji and Kaffa

Rich body, medium acidity and hearty flavors



MOT



ECTDMA



ECX



ECEA