

MZUZU COFFEE PLANTERS COOPERATIVE UNION LIMITED



PROFILE



WHO WE ARE:

Mzuzu Coffee Planters Cooperative Union Limited.

This is the apex Organization of Smallholder Coffee growers in Malawi

There are 6 Cooperatives, **Misuku** hills in **Chitipa** district, **Phoka** hills in Rumphi district, **Viphya North** in Rumphi, **Nkhatabay** Highlands, **South East Mzimba** and **Ntchisi East**.

The number of coffee growers' range between 2600 and 3000.



MISSION

World Class Producers, Processors and Marketers of **Specialty** and **Certified** coffees through **Sustainable** Coffee Cooperatives and **Sustainable** coffee-based farming systems.

VISION

Leaders in achieving **Quality Life** for Malawian Smallholder Coffee Farmers.



OUR GOALS

COFFEE PRODUCTION

To reach 1000mt of green beans coffee by 2023 from smallholder and Commercial farm

FARMER ORGANISATION

To ensure self-sustainability of all Cooperatives.

ECONOMIC IMPACT

We aim achieve average gross earning by coffee growers of 1000 USD per year from at least 1000 trees of coffee that are well managed.

ENVIRONMENTAL IMPACT

We ensure all our growers **plant trees, practice soil and water conservation** measures **practice use of organic manure, practice rain harvest technology** and plant cover crops in the coffee fields.

Diversification

We aim at our growers to include beekeeping as a way of increasing and diversifying their incomes. We promote minimum 10 hives per grower. This provides honey and pollination for coffee hence increases coffee yields.



OUR MARKET PLACE

- We are producing between 400 and 500mt of green beans annually
- We have between 2600 and 3000 growers, 25% of them are women. Our target is to have 40% of our growers being women
- Our major Coffee buyers are from Japan, Taiwan, UK, Germany, Switzerland, Netherlands and USA. 60% of our coffee goes to USA speciality market.
- Our coffee is always Award-Winning coffee in Malawi.
- 80% of our coffees are of speciality grade scoring 80% and above on SCAA scale. (Speciality Coffee Association of America)
- We market our coffees as follows:
 - On Fixed price forward contracts
 - Forward contracts, price to be fixed (NYC plus Quality premium)
 - Auctioning as the coffees become available
 - Auctioning of Micro lots
 - Micro lots on fixed price
- Up to 95% of all our coffees are exported, the domestic market enjoys 5% of our coffee.



CERTIFICATION

- ISO 9001 - 2015



OUR STAFF

- Our Union is headed by the Chief Executive Officer who is supported by Chief Operations Officer and Chief Finance Officer. The three form Executive Management or Senior Management Team (SMT)
- A Total work force of 198 staff members. Each of the 6 Cooperatives is headed by a Cooperative Development Manager.
- The Union has professional Subject Matter Specializes in Agronomy, Internal Audit, Processing, Marketing, Business Development, Human Resources Management, Microfinance and Cooperative Development, Gender issues and information Technologies.

OUR FINANCES

- The Union turnover is currently around US\$1.08 Million with projection of over US\$4.45 Million by 2023.
- Being a Cooperative Union, the focus is to provide support services to members with aim of making modest surplus for continuity.
- The Union relies on internally generated funds for operations and donor funds for development

Our partners

The Union networks with the following organizations:

- Twin and Twin Trading through Joint Marketing Initiative (JMI)
- Malawi Confederation of Chambers of Commerce and Industry (MCCI).
- African Fine Coffee Association (AFCA).
- Coffee Association of Malawi (CAMAL)



CONTACTS

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