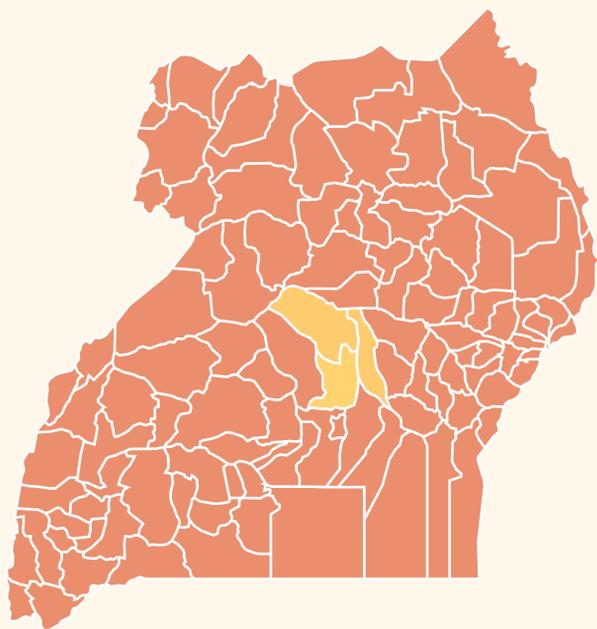


NATURAL ROBUSTA UG2006 PRICE



In Uganda, Robusta Farming accounts for 25% of the country's export revenue to which 80% of the rural population contributes. Safe to say, growing Robusta is important to the Ugandans.

For Natural Robusta, we work with the Uganda Coffee Farmers Alliance (UCFA), a cooperative owned organisation with the mission to connect their members to the market. The UCFA is formed by 84 primary cooperatives, of which 24 cooperatives, counting 12.000 families, in Luweero province supply our coffee.

The UCFA produces a total of 50 containers per year of all grades of Natural Robusta.

DIRECT-TRADE

As a cooperative member, producers get a premium of 200 shilling per kilo, over the market price, as long as the delivered product adheres to quality and moisture specifications.

This way, the producers are motivated to bring in good quality dried cherry, so it can be milled without additional sorting or drying.

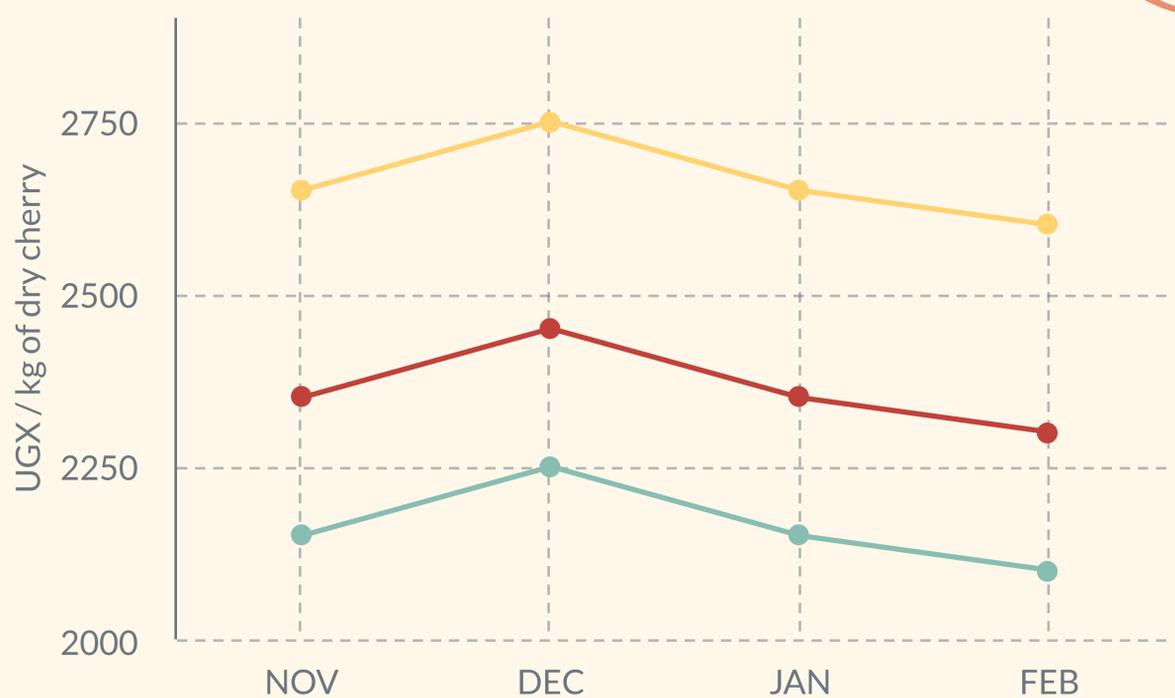
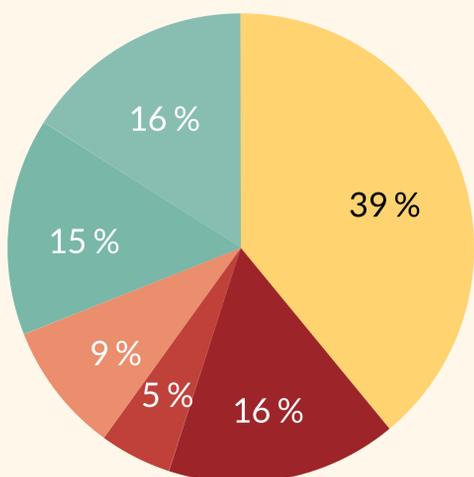
UCFA and The Coffee Quest take over the role of the Multinationals by processing and exporting the coffee, and connecting directly to Roasteries. The farmers share in the profit, and get a second premium of 300 shilling, for a successful direct trade!

TRADITIONAL WAY

Traditionally, the primary cooperatives sell their dry and unsorted cherry, to middlemen and multinationals who process the coffee, and export it to Destination countries to be sold as a commodity product.

BY BUYING THIS DIRECT-TRADED ROBUSTA, YOU SUPPORT SELF-RELIANCE AND OWNERSHIP BY FARMERS, WHILE THE QUALITY AND PRICE CAN BE EXACTLY THE SAME.

- Farmer's share of Green Coffee Price (39%)
- Cooperative Premium earned through direct-trade (16...)
- Cooperative's overhead costs (5%)
- Cooperative's cost of export (9%)
- The Coffee Quest: Cost of import (15%)
- The Coffee Quest: Margin (16%)



Green Coffee Price Breakdown

- Conventional price offered by middlemen or multinationals
- Market price + Cooperative premium for Dry Cherry (+200 UGX)
- Market price + Direct-Trade premium for finished product (+300 UGX)