



**Advising Smallholder Farmers in Coffee Cooperatives -  
What Skills Do Graduates Need to Become Successful  
Agricultural Consultants?**

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# OCFCU PROFILE

- ▶ Oromia Coffee Farmers' Cooperative Union (OCFCU) limited liability is a smallholder coffee growers owned cooperative union established on June 1, 1999, by 34 cooperatives with 22,503 farmers with initial capital of \$ 90,000. Today there are 407 cooperatives with 557,186 Members and \$23,801,940 Capital. Out of the total members 64,742 are women and 25 % are youth.
- ▶ OCFCU is a democratic member's owned business operating under the principles of International Cooperative Alliance. Members of Oromia Coffee Farmers' Cooperative Union are the growers, processors, and suppliers of high quality, organic Arabica coffee for the direct export.
- ▶ OCFCU promotes for socially and environmentally sustainable techniques and long-term relationships between producers, traders, and consumers.



# OCFCU PROFILE ....

- ▶ The general objective of the union is to export the farmers' coffee by passing the auction, and the specific objectives are:
  - To sell members coffee to international markets for better price.
  - To improve and maintain the quality, productivity and sustainability of coffee production
  - To assist the coffee farmers in providing with social services, information and capacity building
  - To facilitate credit and pre-financing for the member cooperative societies.
  - To represent the coffee farmers at national and International forums
  
- ▶ From the total member cooperative, **176** primary cooperatives with **159,056** farmers and about **205,530 ha** of lands are certified and selling their coffee under certification term.
  - The Coffee certificate that the Union have are: Organic, Fair-trade, Rain Forest Alliance, UTZ, Bird Friend, Cafe practice, Carbon Neutral and SPP.
  
- ▶ It also aims to help small-scale coffee farmers to take advantage of the certificated coffee market.
  
- ▶ OCFCU total area of coffee land is **506,971 hectares** with annual production **329,825 tons**.



## OCFCU PROFILE ....

- ▶ Ethiopia's Oromia region is one of the nine ethnically based regional states of Ethiopia, covering 284,538 square kilometres.
- ▶ OCFCU coffee farmers are located in the south, west and east part of the country.
- ▶ The majority of the region area altitude and favourable climate create ideal conditions for coffee cultivation.
- ▶ The union is internationally known by producing high quality Arabica: Yirgacheffe, Guji, Sidamo, Limmuu and Nekemte type of coffee in fully washed and Harar, Djimmah, Wollega, Sidama, Yirgacheffe and Guji type of coffee in natural/Sun dry.
- ▶ OCFCU returns 70 percent of its net profits back to the cooperatives, and cooperatives back to individual farmers.



## OCFCU PROFILE ....

- ▶ OCFCU'S General Assembly is the union's highest decision-making body and meets at least once a year. Each of the primary cooperatives sends 1 delegate to every meeting. The General Manager of the union is answerable to the Board members. The other members of staff follow the established line of authority.
- ▶ Based on the certification standard and Premium use guideline the union is investing the premium money as per annually approved certification Premium Development Plan on social, quality, productivity and sustainability projects.
- ▶ The Job opportunity created by the OCFCU:
  - ❖ Permanent : 202
  - ❖ Temporary : 45 currently but it increase up to 1500 during active coffee processing time.



# Ethiopia Coffee

- ▶ Coffee production in Ethiopia is a longstanding tradition which dates back dozens of centuries. Ethiopia is where *Coffea arabica*, the coffee plant, originates. The plant is now grown in various parts of the world; Ethiopia itself accounts for around 3% of the global coffee market.
- ▶ Coffee is important to the economy of Ethiopia; around 60% of foreign income comes from coffee, with an estimated 15 million of the population relying on some aspect of coffee production for their livelihood. In 2006, coffee exports brought in \$350 million, equivalent to 34% of that year's total exports.
- ▶ Ethiopia is the world's fifth largest producer of coffee, and Africa's top producer, with 260,000 metric tones in 2006. Half of the coffee is consumed by Ethiopians, and the country leads the continent in domestic consumption.



# Ethiopia Coffee....

- ▶ The major markets for Ethiopian coffee are the EU (about half of exports), East Asia (about a quarter) and North America. The total area used for coffee cultivation is estimated to be about 4,000 km<sup>2</sup> (1,500 sq mi). The exact size is unknown due to the fragmented nature of the coffee farms. The way of production has not changed much, with nearly all work, cultivating and drying, still done by hand.
- ▶ The revenues from coffee exports account for 10% of the annual government revenue, because of the large share the industry is given very high priority.
- ▶ Coffee from Ethiopia is known for its bright fruited and floral flavors. These coffees typically have a higher acidity, light to medium body and complex flavor notes. The beans are either washed or naturally processed. ... These beans are characterized by their flavor clarity, showcasing bright, complex notes.



# Agricultural Extension and Coffee

- ▶ Agriculture extension services are critical for promoting the adoption of improved farm technologies to increase productivity. Ethiopia has heavily invested in its agriculture sector in recent years, including in its massive public agricultural extension system, which is the largest in Africa. Ethiopia has also registered substantial economic progress in recent years, largely attributable to agriculture growth.
- ▶ Extension in Ethiopia has gone through radical policy shift in the past 50 years, from feudalism to Marxism to a free market system (Kassa 2005). Currently, extension is mostly provided by the public sector, operating in a decentralized manner where extension is implemented at the *woreda* (district) level.
- ▶ An effective agricultural extension system will need to provide a broad range of services (advisory, technology transfer, training and information) on a wide variety of actions (agriculture, marketing and social organization) needed by rural people so that they can better manage their agricultural systems and livelihoods.



# Advising Small Holder Farmers in Coffee Cooperatives.

- ▶ A smallholder farmer is viewed as a person involved in farming a small piece of land, cultivating food crops, sometimes with small varieties of cash crops.
- ▶ The smallholders coffee farmers are at the bottom of a long value chain that includes collectors, traders, processors and exporters.
- ▶ The majority of farmers in Ethiopia are subsistence smallholders, with little separability between production and consumption decisions of the household. Smallholders in Ethiopia are known for their resource constraints such as capital, inputs and technology, their heavy dependence on household labor, their subsistence-orientation, and their exposure to risk such as reduced yields, crop failure and low market prices of the produce.



# Skills Needed for Graduates to Become Successful Agricultural Consultants.

**Agricultural graduate needs the skill and knowledge that enable them to :**

- Participate in design, implementation and evaluation of agricultural development projects
- Apply effective and efficient resource utilization theories and practices for sustainable agricultural development
- Involve in feasibility studies and advise investors, financial institutions, agriculture and allied sectors
- Assist researchers and policy makers in agricultural production and productivity; marketing and sustainable use of natural resource and environment
- Establish and operate their own business
- Train and advise small scale farmers and agricultural entrepreneurs
- Serve as planners in agricultural offices
- Manage small scale farms and agricultural enterprises
- Assist teaching at Higher Learning, technical and vocational training institutions.



## ..... Skills Needed

### ► **An Agricultural Consultants Must Have**

#### **1. An Excellent communication skills**

- ✓ The Communication Skills must be in both written and oral
- ✓ This helps to establish and maintain relationships with clients.
- ✓ An agricultural consultants must have experience in dealing with suppliers, traders and exporters, and also must have experience in marketing.

#### **2. Practical experience and extensive knowledge of farm management.**

- ✓ Most agricultural students in Ethiopia lacks practical knowledge. Most of them know the theory but it is not well know the practical knowledge, in this case they didn't show the farmers practical. The coffee farmers have better practical knowledge than them. They should be well equipped with theoretical knowledge and practical skills in various aspects of agriculture

#### **3. Agricultural Consultants must possess persuasive skills to influence farmers' decisions.**

- ✓ Agricultural consultants must have a skill that influence the farmers' decision towards choosing a path that provides a farming business with acceptable reward for acceptable effort.
- ✓ The skills must be the skills that leads to high yields, better quality, new technology and the like .



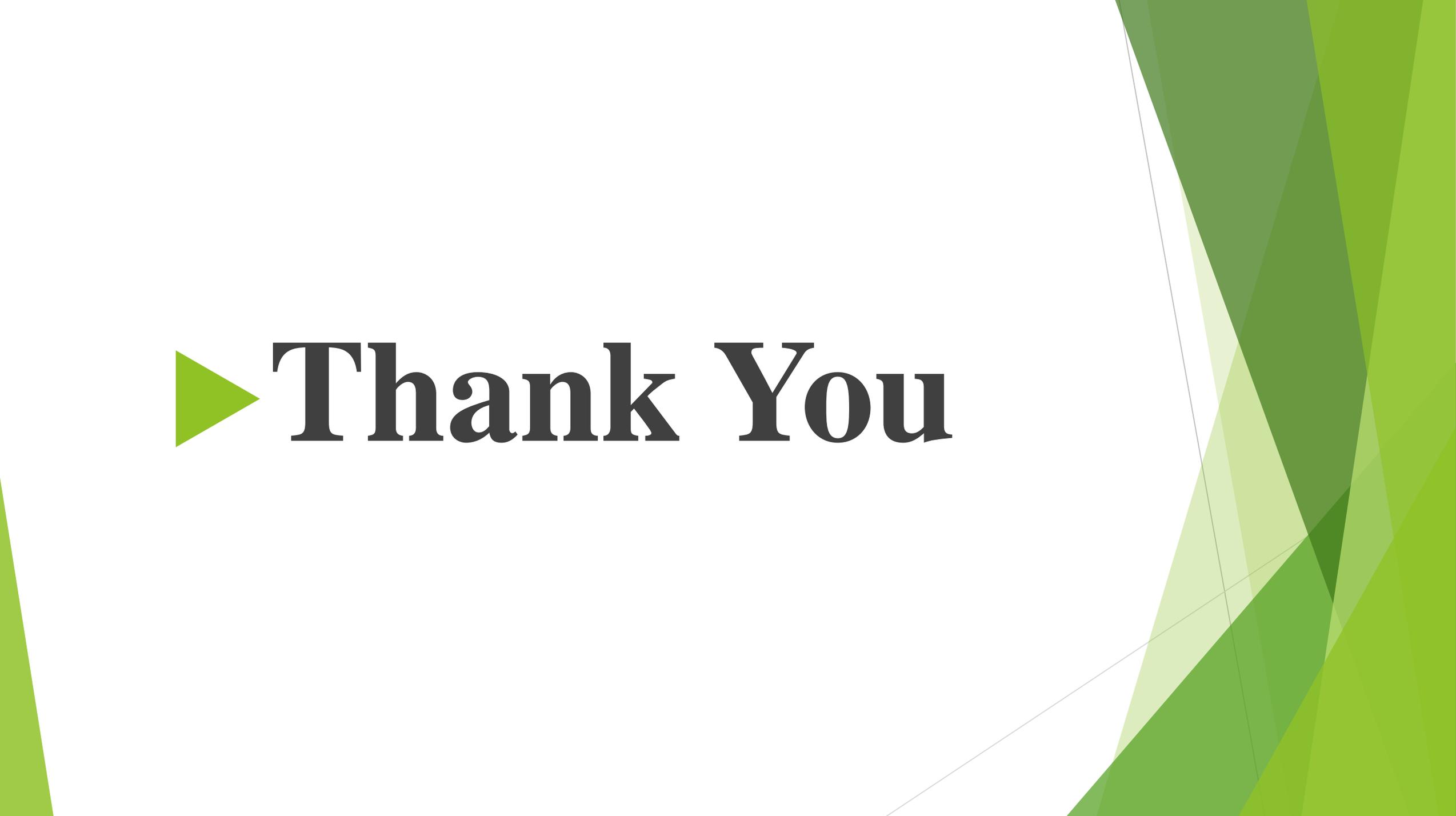
## ..... Skills Needed

- 4. The Agricultural consultants must have an excellent organizational and time management skills.**
  - ✓ This includes attention to details and record-keeping accuracy.
- 5. It is ideal to be a team player as well as an individual that can work without supervision.**
  - ✓ The agricultural consultants must have an ability of teamwork.
- 6. An agricultural consultant works as a problem solver for the farmers.**
  - ✓ An agricultural consultant have a problem solving capacity to solve the farmers problem regarding to the agricultural production.
- 7. Learning, planning and job-specific skills**
  - ✓ Agricultural consultants meet with farmers to define the scope of work



## ..... Skills Needed

- 8. They assess the situation, provide guidance based on their background, collect and organize data and information, and prepare a business plan.**
- 9. Agricultural consultants give business and technical advice and support to farmers.**
- 10. They provide information on new developments and research and arrange and run field trials for crop treatments or production.**
- 11. Training and educating new technologies and methodology and follows the implementations.**
  - Introducing them new technology for better benefit
- 12. Supplying convenient mechanisms for discovery and cultivation of important talents.**
- 13. Sustainable Institutional arrangements for providing knowledge and information services to farmers.**



**▶ Thank You**