



# 6.0 Coffee farming as a business

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6.1 Why grow coffee?

6.2 Farm record keeping

6.3 Marketing

6.4 Sustainable farming practices

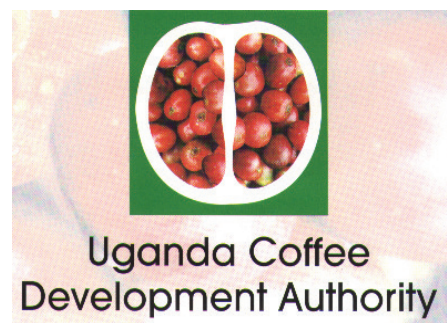
6.5 Certification/verification

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# 6.1 Why grow coffee?



1. Coffee farming is a profitable and sustainable source of income for improving livelihoods for the whole family.
2. The profitability of coffee farming increases with productivity, which increases when farmers use the best farming practices.
3. Good harvesting and proper post-harvest handling improves the quality of the coffee.
4. Good quality fetches better prices.



# 6.2 Farm record keeping

	Quantity	Unit price	Total
	3	5,000	15,000
	50kgs	1,600	80,000
	2 people	20,000	40,000
	2 people	15,000	30,000
	2 people	50,000	100,000
	2 people	15,000	30,000
	20 bags	2,500	50,000
Total			345,000

1. Keep records of expenditure on coffee.
2. Keep records of production.
3. Keep records of income from coffee.



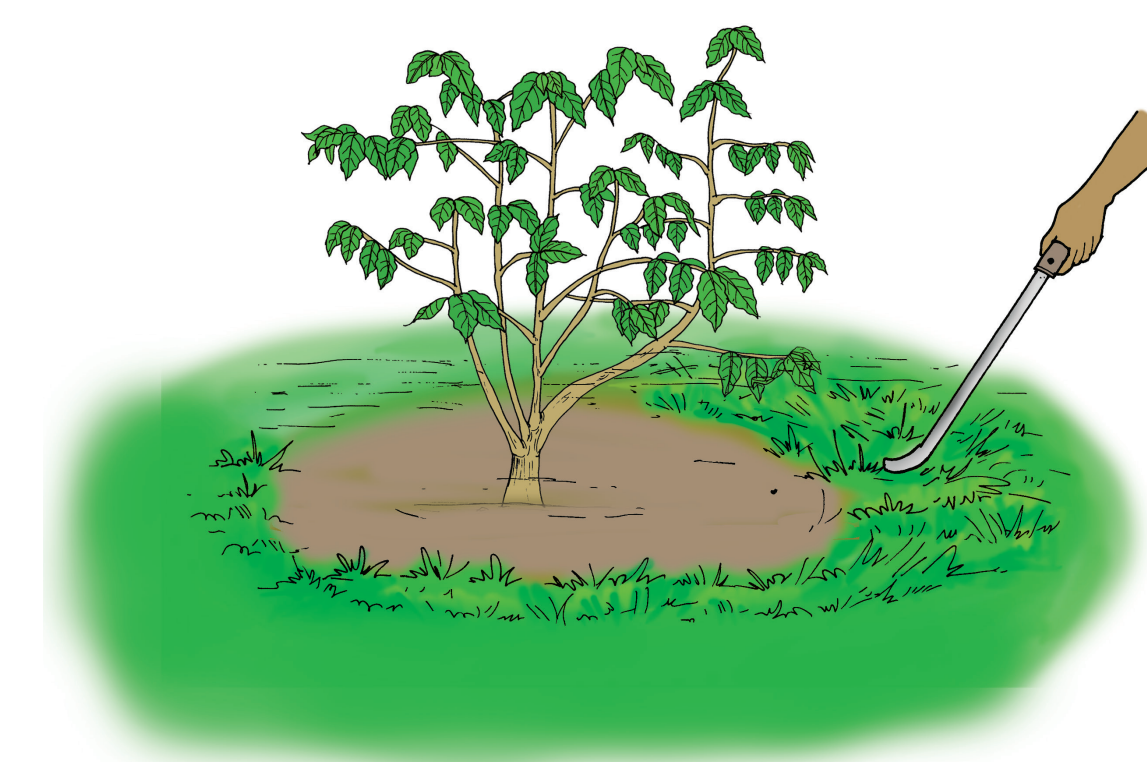
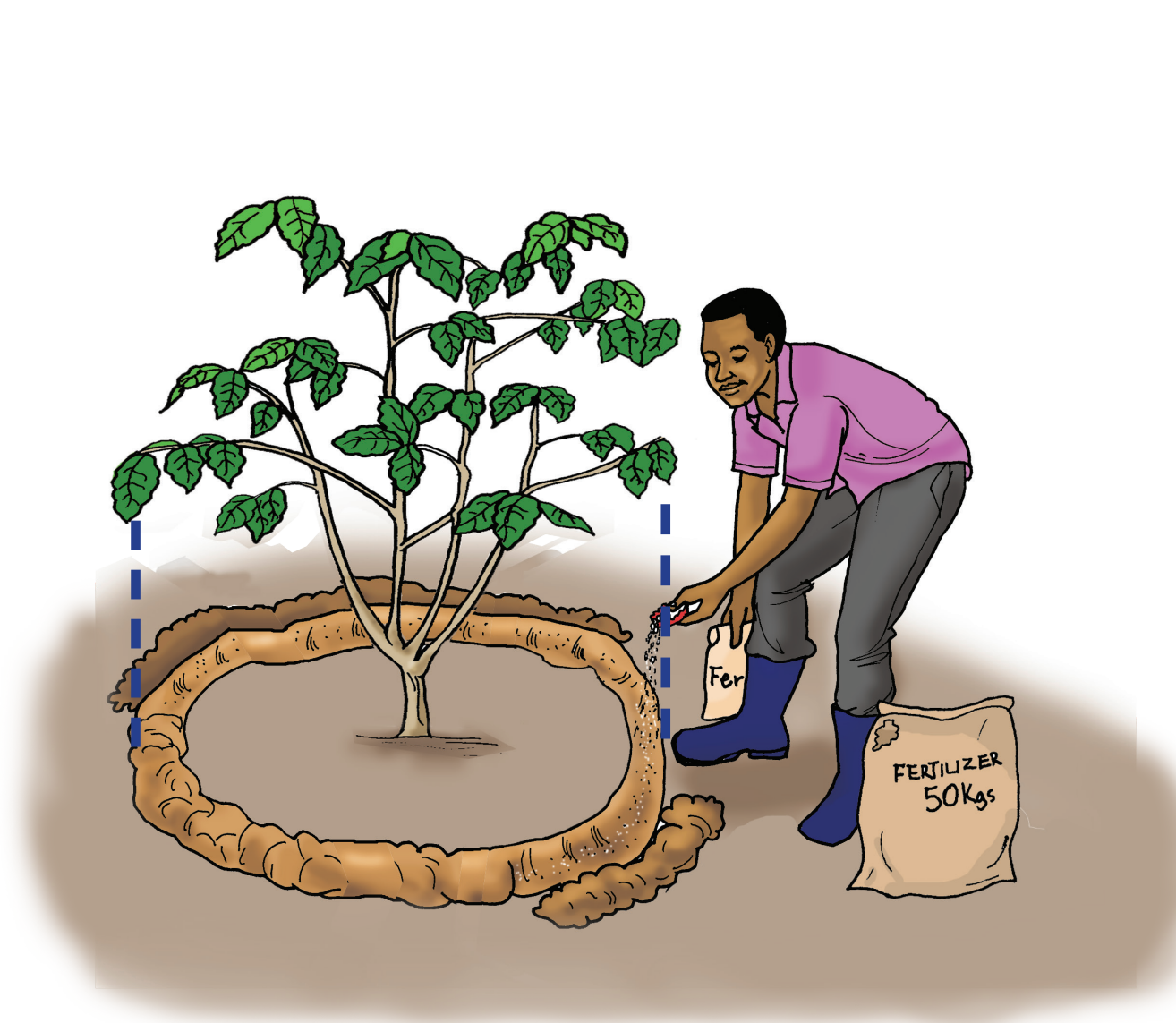
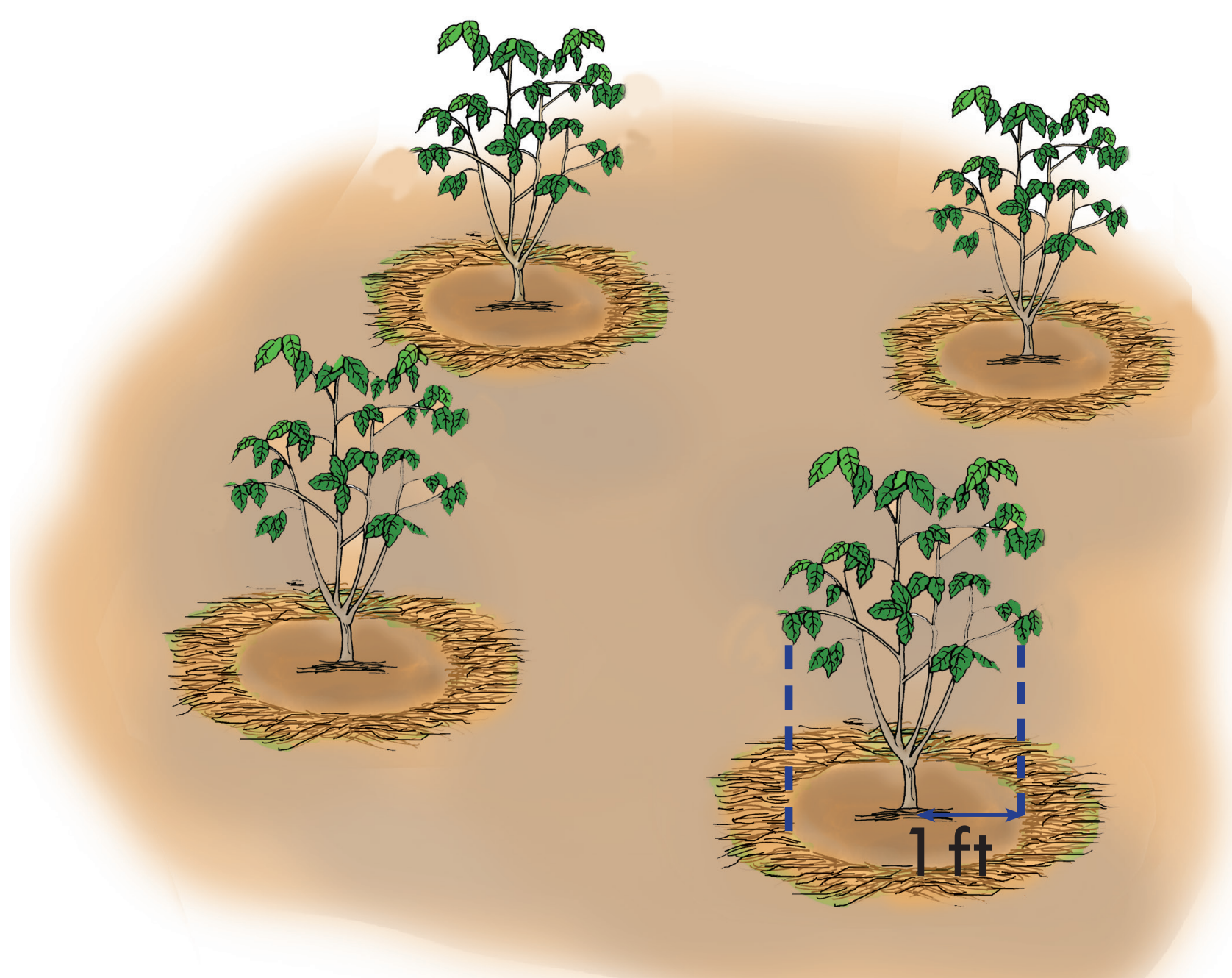
# 6.3 Marketing



1. Aim at maximising earnings from your coffee by maximising volume (quantity) and quality so that you can get a higher price.
2. Small scale coffee dealers/brokers offer low prices.
3. Farmers should form groups and bulk their coffee together. Bulked coffee fetches a higher price.
4. Separate different qualities of coffee before bulking.
5. To get the market price of coffee, type Robusta or Arabica and send text message to 7197.



# 6.4 Sustainable farming practices



1. Improve productivity and quality to make your coffee economically sustainable through:
  - a) good agricultural practices
  - b) good harvest and post-harvest practices
  - c) adopting new technologies
2. Adopt environmentally friendly farming practices and use protective gear when using chemicals.
3. Ensure good conditions for both families and workers.



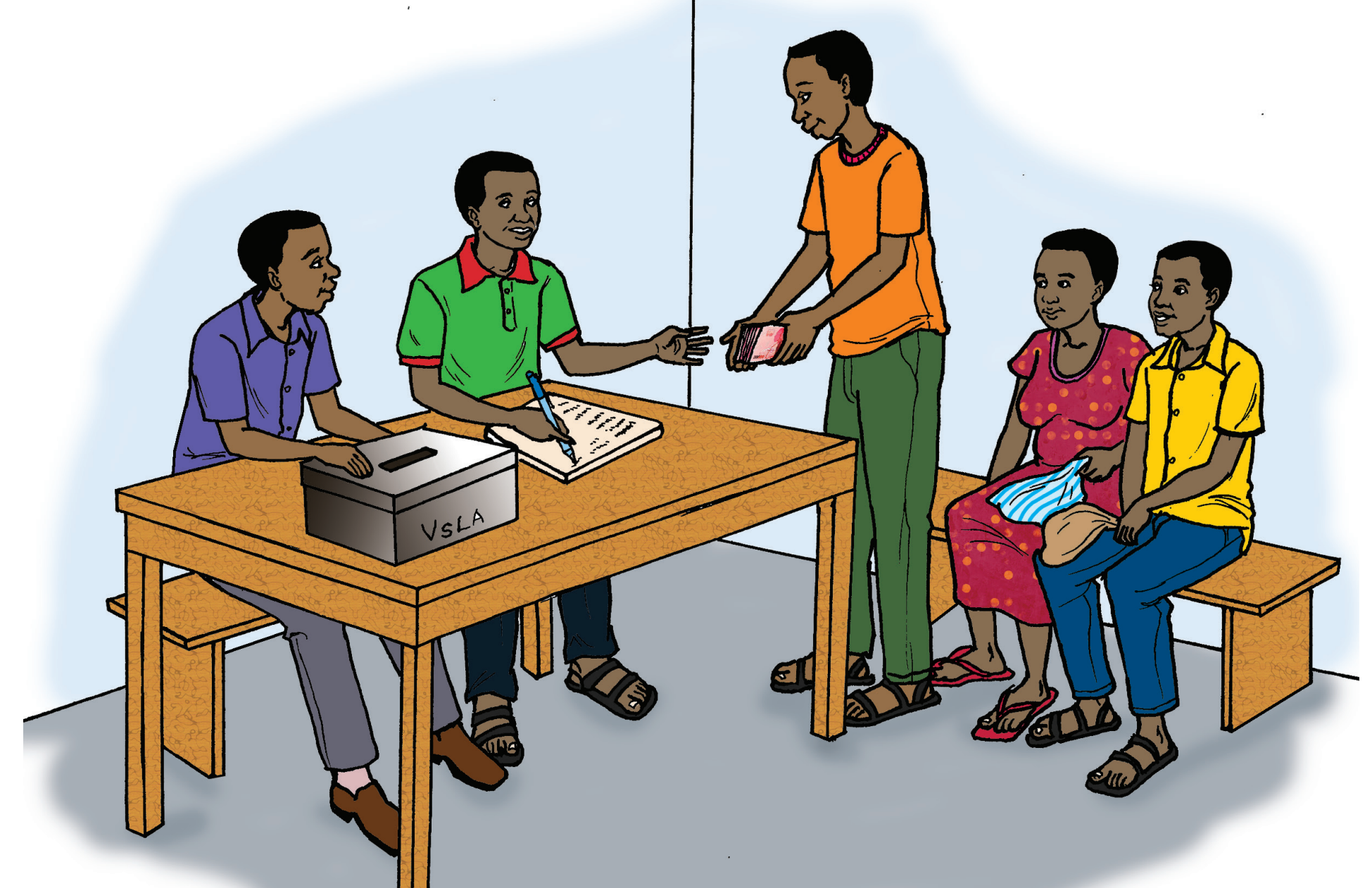
# 6.5 Certification/verification



If you want to sell your coffee as certified or verified, get information from the different standards organisations.



# 6.6 Access to finance



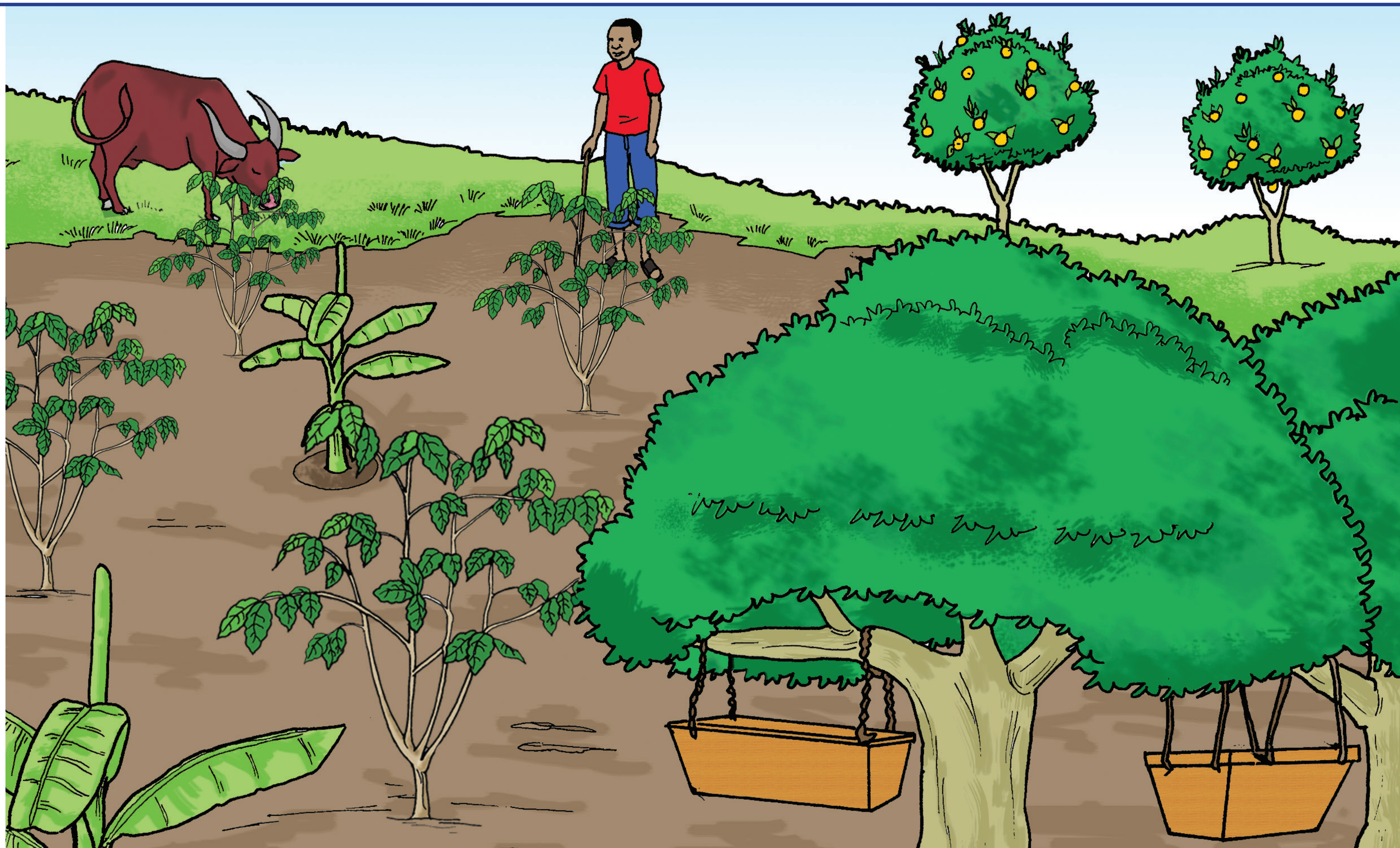
1. Farmers may get access to finance through:

- a) Own savings
- b) VSLAs
- c) SACCOs
- d) Banks

- 2. Farmer groups/associations are encouraged to create their own savings scheme, which can be a source of loans to member farmers.
- 3. Use farmer associations to recommend individual farmers to obtain loans from financial institutions.



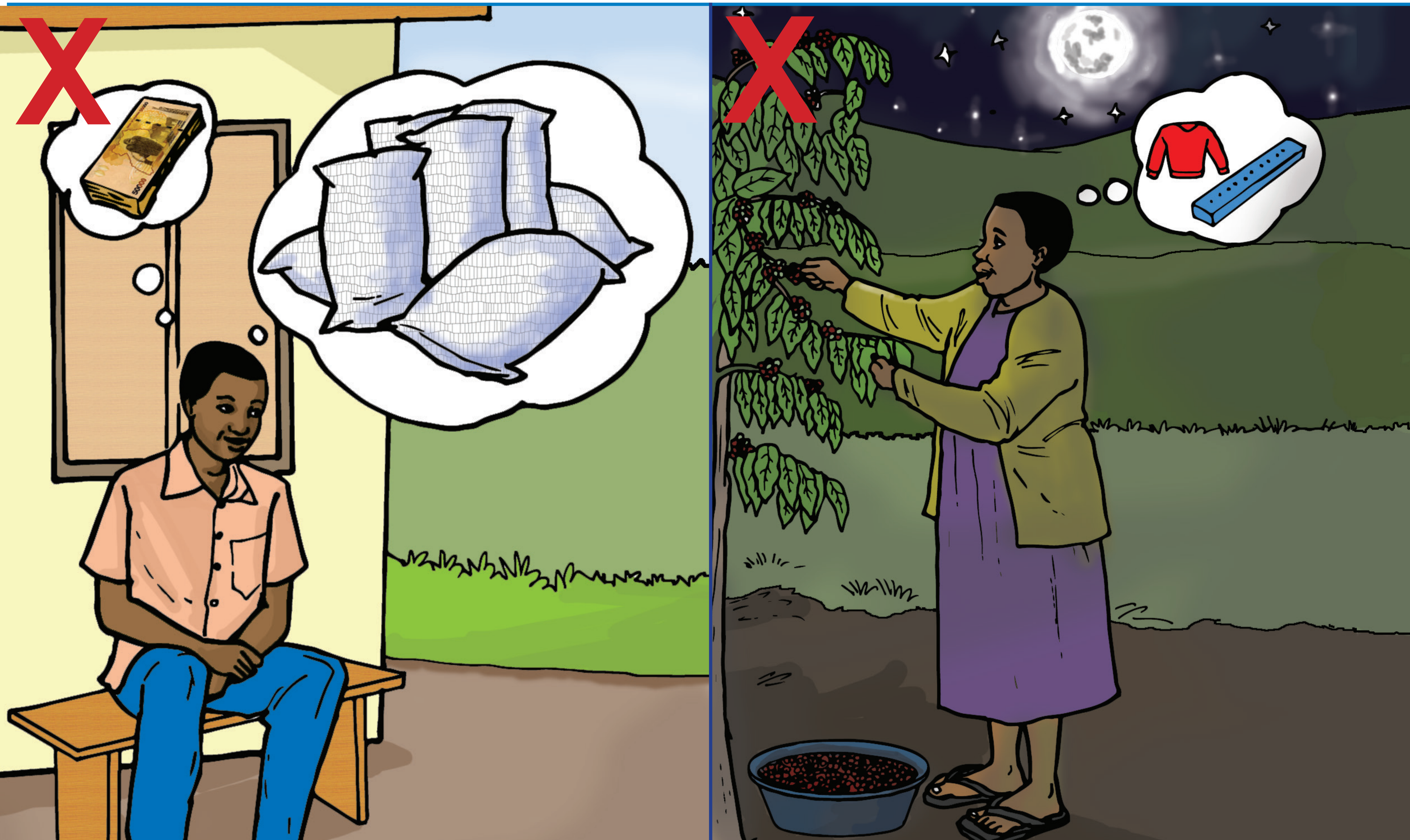
# 6.7 Enterprises supporting coffee production



Grow other crops; keep poultry, apiary, cattle and goats; and do trading businesses to boost your earnings and cushion your income during the bad times of coffee farming and between seasons.



# 6.8 Family decision making 1



If the man in the household takes all the decisions on the use of coffee earnings, the woman may need to sell coffee secretly to cater for the family needs.



## 6.9 Family decision making 2



Involve the whole family in discussions about the use of coffee earnings for:

- a) school fees
- b) health care
- c) investment in the farm
- d) home care, e.g. soap and clothes
- e) food security
- f) savings