

Introduction to Exporting Coffee



SUMMARY

The “Introduction to Exporting Coffee” course aims at developing the international coffee trade. This 2-week long course introduces the essential concepts of coffee export, such as contracts/shipping and meeting buyer requirements.

TARGET AUDIENCE AND OBJECTIVES

The course is aimed at aspiring coffee exporters in developing countries and the organizations that support them, but also to those who want to enhance their knowledge for effective participation in the international coffee trade.

AT THE END OF THIS COURSE, PARTICIPANTS WILL BE ABLE TO:

- Distinguish between factors that determine preference in type of coffee and quality;
- Map the process from “cherry to the cup” (how the coffee bean travels); and
- Determine the key actions needed in approaching buyers.

CERTIFICATION



Participants who meet the course requirements will receive a Certificate of Achievement issued in electronic format. The certificate is verifiable through the SME Trade Academy.

COURSE STRUCTURE

- Lecture 1: Introduction to the Coffee Trade
- Lecture 2: Coffee Quality, Specialty Markets and Sustainability Schemes
- Case Study 1: Local Coffee Production Company FCFG Seeks to Strengthen its Position In The International Market
- Lecture 3: Contracts and Shipping
- Lecture 4: Approaching Buyers
- Case Study 2: The Logistics of Exporting Coffee

REGISTRATION



Interested participants can register to this course by going to the SME Trade Academy website at:

learning.intracen.org

Once on the website, simply create a new account, input your information, and sign up to the course.

Sample course slide

Shipping by container: options for small lots

Exporters and buyers of small lots smaller than one container load (meaning about 19 to 21 tons in a 20-foot container, depending on the type of coffee) face both logistical and cost constraints. This effectively bars many potential small producers of specialty or organic coffee from directly participating in the overseas market.

Click on each of the boxes to see the options:

- Combine or consolidate cargo
- Pay for dead freight
- Air freight

In many countries, freight consolidators (specialized freight forwarders) arrange for the consolidation of compatible cargo to utilize containers more effectively. However, this may not be so easy when working with small ports in coffee-producing countries. In addition, sellers have to be absolutely certain that the other goods in such a consolidated container load will not impact on the coffee and that the buyer is in agreement. Another, and probably less complicated variant depending on the buyer, is to combine a small parcel of top coffee with a parcel of easily sold, cheaper quality coffee, for example 50 bags of exemplary coffee and 250 bags of a generally traded, run-of-the-mill coffee.

