



NEWS LETTER

Understanding Consumer Preferences

As a cooperative, our management is committed to gaining insights into market trends within the coffee value chain and the key elements of sustainable supply for consumers of both green beans and roasted coffee. To enhance this understanding, the International Trade Center (ITC) has initiated valuable opportunities for market linkages through the EU-funded CLEAR Supply Chains Project, enabling our staff and senior management to participate in African Fine Coffees Association (AFCA).



Rubanga staff posing for a picture at the AFCA Expo

This initiative has allowed us to network and engage with potential buyers effectively, fostering connections that can lead to sustainable sales and long-term partnerships. By leveraging these relationships, we aim to strengthen our position in the market and contribute to a more sustainable coffee industry.



Potential green bean buyers posing with Rubanga cooperative management team at AFCA

Additionally, the Agricultural business initiative (aBi development) fully funded the ongoing harvest money expo held in Kololo to increase local consumer consumption and the market visibility of Rubanga coffee, and to understand local preferences.



Marketing team at Harvestmoney Expo



Sustainability

At Rubanga Cooperative, sustainability in the coffee supply chain has transformed from a niche concern into a crucial business necessity. It is not a matter of debating whether to adopt sustainable practices anymore; the real question is how quickly we can weave them into our core business strategy. The future of our coffee business hinges on the health of the farms we rely on and the stability of the markets we engage with.



Certification & extension officers after a training from MAAIF



The perfect blend of freshness

Rubanga Cooperative recognizes that sustainability and profitability are not mutually exclusive; rather, they are intertwined aspects of a successful business strategy. By investing in sustainable practices today, the cooperative not only contributes positively to society but also ensure their long-term viability in an evolving market. We are committed to developing a resilient and sustainable supply chain. We invite partners to collaborate with us in advancing verifiable sustainable practices to shape a better future for generations to come.

Rubanga coffee is a cup that thrills you. You taste it, feel hydrated, and when asked, you happily refer a friend.