



Supporting Families • Growing Futures • Changing Lives™

## 25 years of Partnership

MMCP Quick update:

- Discussions with Diocese of Meru
- Farmer visits
- Government support of coffee
- 25<sup>th</sup> Anniversary celebrations

# Mt. Meru Coffee Project Tanzania Celebrations



## Areas of focus for the October 2024 Coffee Project Trip:

### **Visit Mt. Meru Specialty Coffee Growers Association Farmers**

- Meet with farmers who were with the project in the early days
- Understand the challenges
- Solicit input on how to be successful in the next 25 years

### **Kick-off 25<sup>th</sup> Anniversary Celebrations with Diocese of Meru**

- Installation & blessing of plaques at each Processing Center
- Celebration meal with Bishop Kitoi and Process Center Leadership

### **Government Activities in Moshi**

- Understand farmer training curriculum and new hybrid coffee plants
- Discuss recent changes at the Tanzania Coffee Board
  - Impact of European Union Deforestation Regulation & mitigation plans
  - Migration of coffee auction process to completely online
- Visit coffee warehouse and milling operation

# Mt. Meru Coffee Project – Meet with Diocese Staff



Sharing the progress of the Mt. Meru Coffee Project and its impact on farmers



# PARTNERSHIP HISTORY

## Key Players – Early Years

### Meru

- Bishop Paulo Akyoo
- Elias Kitoi Nasari, Assistant to the Bishop
- Amiel Kayaa, General Secretary during 1998 Delegation to US
- Rev. Abdiel Ndosi, designated General Secretary in 1999
- Emil Nanyaro, hired as Tanzania Project Manager in 2004
- Kundaali Moses Nnko, MMSCGA early Treasurer



MOUNT MERU  
COFFEE PROJECT



### Milwaukee

- Bishop Peter Rogness
- Rev. David Zellmer, Kingo
- Rev. Ed Weiskotten, Meru Committee Chair
- Ward Fowler, Alterra Coffee
- Al Liu, Alterra Coffee
- Jerry Schmidt\*, Coffee Committee Chair, - President
- Dave Hammer\*, - Vice President
- Barb Hammer
- Walt Chossek\*, - Secretary
- Jonathan Schmidt\*, - Treasurer
- Rev. Gary Erickson\*, St. Matthews
- Fred Meyer\*, Martin Luther
- Terry Lutz, Kingo (label artwork design)
- Tom Gauthier, Kingo
- Andy Holman, (not for profit application)
- Chris Morse, Financial Secretary
- Ron Bohrer
- Bruce Johnson

\*Initial Directors



# Mt. Meru Coffee Project – MMSCGA Board Meeting



## Key Needs:

- Eastern district payment timing to address the needs in January vs. March
- Fertilizer funds (Inputs) not keeping pace with the growth of farmers in the MMSCGA
- High cost of transportation to Makumira processing center
- Third party brokers reaching out to farmers to buy parchment directly. Higher up front cash, but lower overall payments.



# Mt. Meru Coffee Project – Farmer Meetings



## Key focus:

- Interview farmers who have been with the project for several years
- Understand why they joined the group and the impact it's had
- Solicit input on how we can continue to be successful for another 25 years
- Capture videos that can be utilized to share their stories with the general coffee-buying customers

# Mt. Meru Coffee Project Tanzania Celebrations

## Mulala Processing Center



Abraham Filemon Mbise

- 84 years old
- Pointed to coffee trees on farm he planted in the 1950's
- "We old people are still in coffee. Very poor price for coffee in the old days. Most young people were not interested in coffee so were growing Irish potatoes and carrots."
- The coffee price is good now thanks to the partnership
- "I have built a good house and paid school fees for children."
- "Some young people are returning to coffee and starting to grow the new variety of plants."



# Mt. Meru Coffee Project Tanzania Celebrations

## Leguruki Processing Center



Elibariki Vasuri Mbise  
with coffee farmer son

- A Leguruki villager and member of the MMSCGA. “In this area, all the buildings were built with coffee money.”
- He was able to attend TaCRI training and recieved 350 new hybrid plants which are replacing the older variety. Has 750 coffee plants in total.
- From the good price for coffee has built a good house and educated his children
- His daily needs are supported by the money he receives from the coffee sales
- Two of his children have started their own farms and have begun coffee farming



# Mt. Meru Coffee Project – TaCRI



Exposed to the various aspects of the training curriculum



# Mt. Meru Coffee Project – Tanganyika Coffee Curing Co.

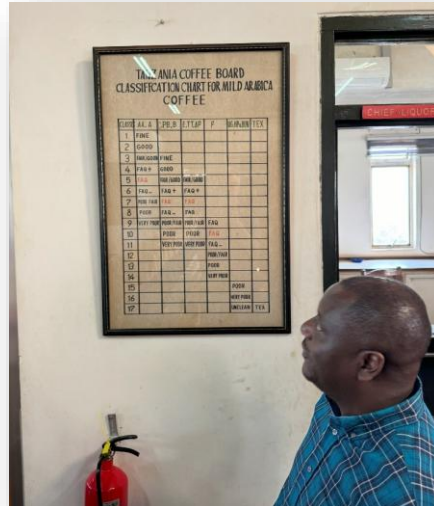


We were able to witness the  
MMSCGA beans for parchment being  
processed into green export





# Mt. Meru Coffee Project – Tanzania Coffee Board



- 2025 Growth Strategy
- European Union Deforestation Regulation impact
- Online coffee auction
- Coffee cupping lab





# Mt. Meru Coffee Project Tanzania Celebrations

## Processing Center Blessings



**Makumira**



**SILK**



**Leguruki**



**NIA**



**Mlimani**



**Mulala**



**Celebration  
Meal at  
Mshikamano VTC**

