

# MARAFIKI COFFEE MARKETING

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## THE . COMPANY PROFILE

*"Building a reliable, responsible and sustainable  
Tanzanian Coffee Supply chain on principles of  
transparency, quality and fair trade."*



# 2024

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# INTRODUCTION ●—————

## About Us

We're a team of passionate coffee enthusiasts, deeply invested in the journey of Tanzanian coffee, from farm to cup. For us, coffee isn't just a product; it's a commitment to the future of the entire coffee value chain. One question drives us forward: **What does the future hold for Tanzanian coffee?**

The industry faces significant challenges, particularly when it comes to reliability and trust in international transactions. We understand the difficulties our buyers encounter in finding dependable partners and recognize the value our producers bring to this global market. That's why we operate with a foundation of transparency, ensuring that every step of our business reflects fairness, quality, and a focus on sustainability.

Marafiki Coffee Marketing was built to bridge the gap between global buyers and Tanzanian producers. Our mission is about more than transactions; it's about building long-term relationships that uplift communities and ensure a steady, reliable coffee supply for years to come. So Our name, "Marafiki"—Swahili for friends—reflects our mission to build meaningful, long-term relationships between producers and buyers, ensuring mutual growth and success for all stakeholders in the coffee value chain.



### OUR VISION

To become a trusted global partner in the coffee industry, known for connecting Tanzanian coffee producers to the world, while enhancing the value of every bean through sustainable practices, quality control, and a seamless supply chain.

To elevate the Tanzanian coffee industry by providing access to better global markets while delivering premium, ethically sourced coffee to our international partners.



### OUR MISSION

# WHAT WE DO ●

At Marafiki Coffee Marketing we are directing the flow of coffee from our producers to the final buyer. Our core goal is to ensure a seamless delivery of quality coffee beans while equally rewarding the producers who put in much effort to create this wonderful coffee. We specialize in providing the following services to our clients.

## 1. Direct Sourcing: Connecting Farmers with Global Opportunities



Our commitment begins with building strong relationships with farmers across Tanzania's rich coffee-growing regions. We work directly with both small-scale and large-scale producers, ensuring that their coffee meets the specific requirements of international buyers.

Through ongoing communication and collaboration, we ensure that the coffee we source aligns with buyers' desired quality standards, flavor profiles, and certifications. This personalized approach helps elevate the value of Tanzanian coffee while giving buyers confidence that their specifications are met at the source.

## 2. Sustainability Support: Growing Coffee Responsibly

In alignment with the growing demand for ethically sourced products, Marafiki Coffee Marketing supports farmers in adopting sustainable farming practices. We guide our producers in using eco-friendly methods such as organic farming, water conservation, and agroforestry, helping in the overall quality and marketability of their coffee.

For buyers with specific sustainability requirements, such as Fair Trade or Organic certifications, we ensure that these standards are fully met and documented. Fortunately, most of our producers are fully certified for FTO, Rain Forest Alliance and some currently pushing for JAS!



### 3. Quality Control: Ensuring Precision and Consistency



From farm to cup, we take responsibility for maintaining strict quality control. We ensure that all coffee is processed according to the highest standards, with detailed checks at every stage of the journey. Our quality assurance team closely monitors post-harvest processing, grading, and cupping, ensuring that the coffee not only meets but exceeds buyer expectations.

To ensure contract requirements are met, we provide full transparency on grading reports and offer regular updates to our buyers throughout the sourcing and processing stages. This rigorous approach guarantees consistency in flavor, quality, and appearance, so buyers can trust that the product they receive matches the agreed-upon specifications.

### 4. Export & Logistics: Flawless Execution, Global Delivery

After ensuring the coffee is processed and ready for export, we handle every aspect of the logistics chain with a focus on meeting all contractual obligations. We work closely with shipping partners to ensure that coffee is delivered on time and in the agreed-upon quantities and packaging formats. We understand higher traffic in logistics especially at the end of the year but we are more keen to make a close follow up for the matter of safety of our client's coffee.

With our logistics partners we take care of all documentation, including export permits, customs clearance, and shipping manifests, and we provide detailed shipping schedules to keep our buyers informed. By managing the logistics with precision, we guarantee that all terms of the contract—whether related to timing, packaging, or shipping conditions—are fulfilled exactly as specified.





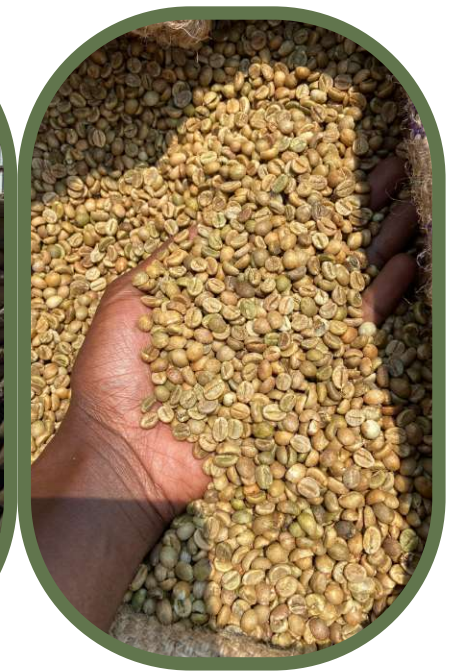
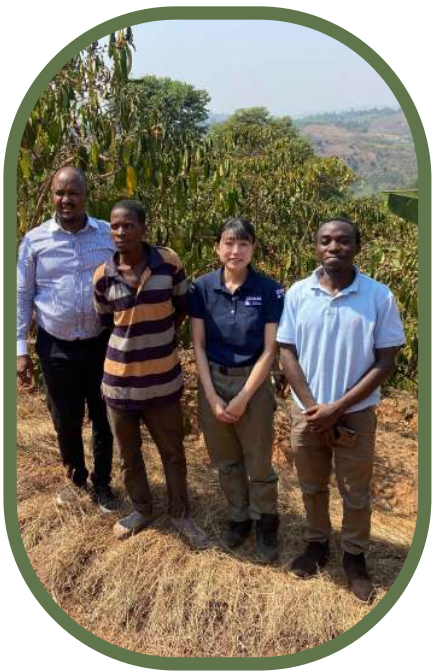
## 5. Contract Fulfillment & Market Development: Meeting Every Buyer's Expectations



We usually go beyond simply sourcing and shipping coffee—we ensure that every aspect of the contract is upheld. From ensuring that the coffee meets the agreed-upon grades to fulfilling volume commitments and ensuring delivery within specified timelines, we work diligently to protect the interests of our international buyers.

We fully understand how a simple breach of contract disrupts the entire chain to the last consumer. We act as a trusted partners –making sure that the terms of trade are fully understood before contracting and making sure they are fully met at the time of delivery.

Offering regular updates, quality assurance reports, and open communication throughout the entire process has helped us fulfill most of our clients contracts smoothly. Our hands-on management guarantees that all contractual obligations are met, from the initial agreement to final delivery.

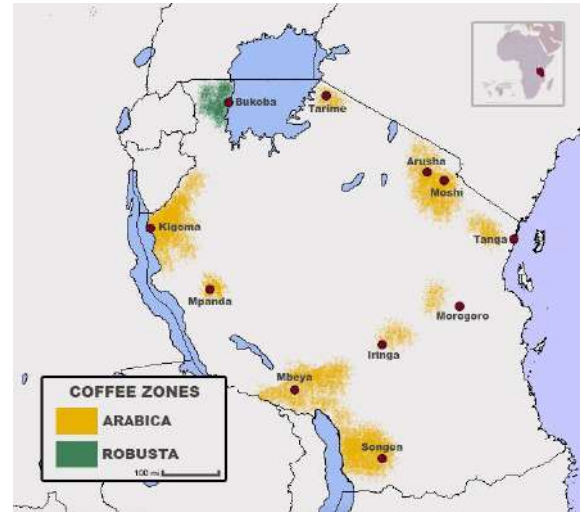


# OUR SELLERS ●

## We work with

### 1. Farmers' AMCOSES:

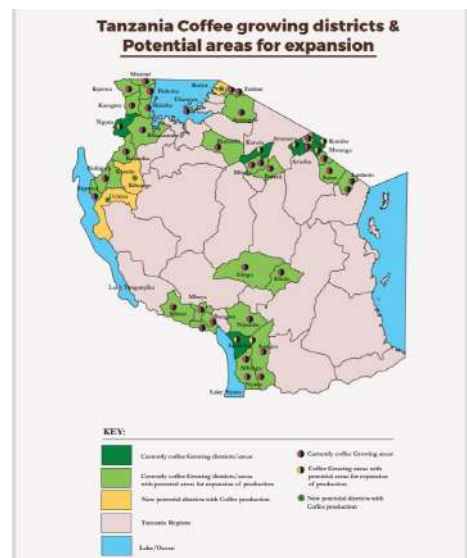
These are registered Cooperative Societies under Section 33 of the Cooperative Societies Act No. 6 of 2013 of the United Republic of Tanzania. Each AMCOS comprises up to 1,000 smallholder farmers who collaborate to find a common market for their coffee. After harvesting, they dry and process the coffee while awaiting potential buyers. On average, most AMCOSES can process up to 150 robusta containers per season.



### 2. Private Sector Companies:

These are individual companies that competitively purchase coffee at public auctions, process it, and then sell it to national and international buyers. For example, one prominent company processes 16,000 tons of Robusta dry cherry coffee, with an outer ratio of 59% to 60% due to their high capital.

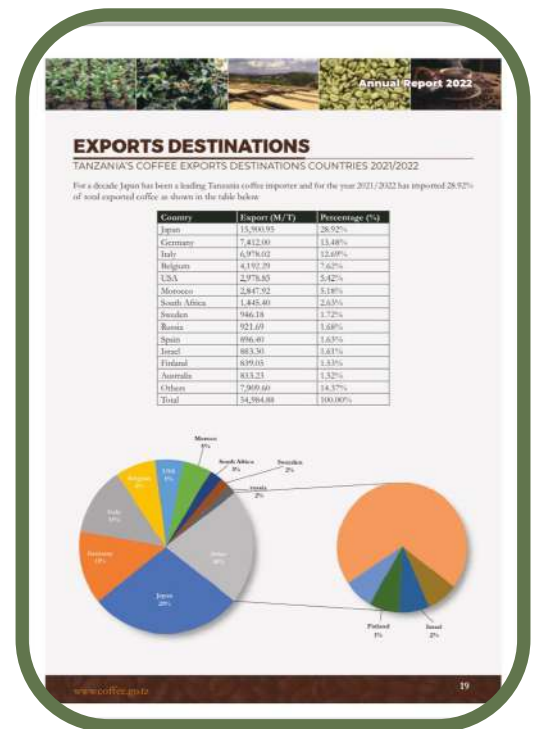
All our sellers are fully certified with Fair Trade, Rain Forest Alliance and now JAS certification all aiming at fetching better future for the Tanzanian coffee.



# OUR BUYERS ●

## We cater to

- **Importers and Roasters:** Both large and small scale, supplying green coffee beans tailored to their quality and flavor requirements.
- **Specialty Coffee Buyers:** Providing traceable, high-quality coffee with unique flavor profiles.
- **Cafés and Retailers:** Delivering ethically sourced coffee for premium consumer experiences.



# OUR VALUES ●

1

## Transparency.

At Marafiki Coffee Marketing, we understand that lasting partnerships are built on trust. That's why transparency is at the core of our operations. We prioritize open and honest communication between all stakeholders in the coffee value chain, ensuring clarity and accountability at every stage. By fostering this level of transparency, we not only build strong business relationships but also cultivate long-term partnerships that reflect the true meaning of 'rafiki'—friends and trusted allies.

2

## Sustainability:

One thing that every serious business aims to is –a sustainable one! We are dedicated to promoting environmentally responsible farming practices. Through regular farm visits with our team of agronomists, we work directly with producers to implement sustainable methods that protect the environment and enhance productivity. We assist farmers, cooperatives, and private estates in achieving eco-friendly certifications such as fair trade organic, Rain Forest Alliance, JAS certified certification which not only contribute to environmental conservation but also increase the market value of their coffee, ensuring long-term success and profitability for future generations.

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### Quality:

Because coffee is our main business, quality is our top priority. We really value everything it takes to bring up the best quality coffee. Before any coffee bean is shipped, our expert quality controllers rigorously oversee the process. Pre-loading samples are randomly drawn from multiple points around the stack, ensuring a thorough and representative sampling.

During the loading phase, we extract samples from 100% of the bags, eliminating any chance of sampling errors. Each sample undergoes comprehensive analysis to ensure it meets the specified quality. To further safeguard against discrepancies or claims, we retain these samples for three months, offering our buyers the assurance of full traceability. Upon request, we can seal the samples, underscoring our commitment to both transparency and excellence.



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### Fair Trade:

It takes a lot of expertise to produce the high-quality beans that end up as your favorite cup of coffee. But the life of the smallholder coffee farmer behind your morning brew is far from easy.

**90%** of the Tanzanian coffee comes from the **small holder farmers**, they're the engine of the coffee production in Tanzania just like other parts of the world. Unfortunately, due to coffee price volatility & ongoing challenges of climate crisis small holder farmers have to struggle with lower incomes. It is for this reason that we advocate for fair trade and most of our producers are now Fair Trade Certified.

By choosing Fair-trade **certified** coffee, you know that the beans are grown using fair trade rigorous standards, which support farmers and their communities and help protect the environment.



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### Diversity & Inclusion:

We embrace the diversity of our producers, buyers, and partners, recognizing the unique strengths and perspectives each brings to the coffee industry. We are committed to fostering an inclusive environment where everyone—regardless of their background—feels valued, supported, and empowered to succeed. By working with farmers of all scales, cooperatives, and international buyers, we create a coffee supply chain that reflects unity and collaboration. A good coffee chain is created when equity, inclusion, and diversity become part of who we are, not just as individuals but as a collective force!



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### Environment and People

We believe that the success of the coffee industry relies on the harmony between people and the environment. Marafiki Coffee Marketing promotes environmentally responsible farming practices to ensure the preservation of ecosystems while improving livelihoods. Through partnerships with agronomists and sustainable certifications like Organic, Fair Trade, and Rainforest Alliance, we support coffee producers in implementing eco-friendly practices that safeguard the land for future generations.

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### Innovation

Innovation drives our approach to building a sustainable and competitive coffee value chain to effectively meet unforeseen consumer preferences. From modernizing procurement processes to embracing technology in quality control, logistics, and market analysis, we continually seek new solutions to improve efficiency, transparency, and profitability for our producers and buyers. Our commitment to innovation ensures that Tanzanian coffee maintains its reputation for quality while meeting evolving global market demands.

## WHY CHOOSE US? ●—————



- **Direct Relationships:** We connect buyers directly with farmers, ensuring traceability and building trust.
- **Quality Guarantee:** Our pre-loading samples and rigorous quality control guarantee coffee that meets international standards.
- **Sustainability Focus:** We promote eco-friendly farming and ensure fair compensation, uplifting farming communities.
- **Seamless Logistics:** From sourcing to export documentation, we offer a complete, hassle-free supply solution.
- **Local Expertise:** Our deep understanding of Tanzania's coffee industry gives us a unique edge in meeting our buyer's demand
- **Steady supply & Longterm relationships:** With strong connections to coffee producers, cooperatives, and estates across Tanzania, we guarantee a steady and reliable supply of high-quality coffee, even during challenging seasons.

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# CONTACT US ●—————

We would love to hear from you.  
Whether it's about our services or anything about Tanzanian Coffee.  
Kindly reach us out.

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Email: [info@marafikicoffeemarketing.co.tz](mailto:info@marafikicoffeemarketing.co.tz)  
Phone: +255628335973  
Website: [www.marafikicoffeemarketing.co.tz](http://www.marafikicoffeemarketing.co.tz)

## Location

Ismailo Street, Tafawa Balewa Road- Mwanza.

## Opening Hours

Monday-Friday: 7am-5pm  
Saturday-Sunday: Closed