

Additional Exercises

9.1 African Coffee Farmers Paper Exercise

The Context

The African Development Foundation, a U.S. agency, provides funds to help African farmers produce and market their crops. The attached article is from a foundation newsletter reporting on the activities and results.

Instructions

To copyedit this article, you will need to make decisions about spelling, capitalization, and abbreviations as well as to edit for consistency. Use a style manual and dictionary as you make copyediting decisions.

Make a **style sheet** indicating choices that involve editorial judgment and that might apply to related documents, such as other articles in the newsletter, even if the judgment is to leave the text as it stands. Include your decisions about uses of numbers and punctuation as well as capitalization and abbreviations and spelling if there is more than one possible choice. Do not record every change on the style sheet.

You may be tempted to edit for grammar, organization, and sentence structure. However, your supervisor has limited your responsibilities on this task to basic copyediting. You may, however, **query** if you see a confusing point of content.

You will also need to **mark for graphic design** according to these specifications:

title	Helvetica 14, boldface, centered, ulc (upper- and lowercase)
paragraphs	indent one em; Times 11/12 x 27 flush left, ragged right; no indent after a title
bulleted list	bullet indented one em; hanging indent on turnover lines of two ems

You will also need to mark spacing problems such as failures to indent and faulty alignment.

Rural African Farmers and the American coffee Market



The Mshikamano Farmers Group is an association of small scale coffee farmers in the Mbozi District, a mountainous region of Southwestern Tanzania near the border of Zambia. In 1995 48 family farmers created MFG to consolidate their production and sell their harvest in volume to domestic and International markets. The establishment of MFG has allowed its members to move away from prior dependance on lower-price "farm-gate sales to higher price sales to regional coffee auctions and international buyers.

In the United States, MFG green beans have been roasted, blended, packed and marketed through contracts with various American supermarkets and coffee roasting companies. In 1999, MFG established a partnership with Up-Country

International Products, an American company that sells Mshikamano coffee under the Sweet Unity Farms brand. MFG currently sells about 30% of its production to American buyers. its earnings from sales to American company's average \$1 more per kilogram compared to prices it receives at Tanzanian coffee auctions.

MFG has grown rapidly over the past decade in membership and production. The group now includes 300 framing families from 5 local villages. MFG's combined coffee production has risen to nearly 200 tons per year, and the group generated sales of 272 million Tanzanian shillings (US \$245,000) in 2003. Rising global coffee prices are expected to increase the group's earnings in the near term.

MFG provides its members with a wide range of services, including:

- Support for the collection, transportation, and raw processing of members' coffee harvests;
- Negotiation of processing fees and bulk sales with local curing plants and international purchasers
- Bulk purchase and distribution of essential coffee inputs to members - fertilizer, farm implements, and other tools; and
- Direct marketing to potential American and international coffee roasting companies.

ADF is providing MFG with investment capital in the amount of US \$210,000 to help it finance a revolving loan fund for its members that will provide farmers with the capacity to purchase new inputs and further expand their production. ADF funds will also provide MFG with marketing funds to establish direct contact with potential American buyers.

Foundation grants will finance the purchase of pulping and fermentation machines that are used in removing the fruit casing that surrounds freshly picked coffee beans and for curing beans in preparation for roasting.

The acquisition of on-site processing equipment will help MFG speed up the market delivery of its harvest and allow the group to take advantage of higher early season prices. The value-added processing equipment will help MFG earn a significantly larger share of the profit that is generated by the global exchange of coffee for cash.

In addition, ADF is providing MFG with a special marketing grant of US \$18,500 that will allow three of its members to attend the Smithsonian Institution's 39th Annual Folklife Festival as featured participants in the festival's new Food Culture USA program. MFG will be one of 3 small

producer groups from the developing world that will receive recognition for their successful efforts to market to American consumers.

Overall, it is expected that ADF's support for MFG will allow the group to:

- expand its membership from 300 to 500
- increase total coffee sales from 272 million Tanzanian shillings (US \$245,000) to more than one billion Tanzanian shillings (US \$910,000)
- increase average members' earnings from 220,000 Tanzanian shillings (US \$200) to 728,000 Tanzanian shillings (\$655)

The projected rise in members' cash earnings would increase the cash income of MFG members to more than twice Tanzania's per capita income of US \$300.

Style sheet

Do not record every change you made. Rather, record choices that should be followed in the rest of the document when a choice (in spelling, capitalization, punctuation, numbers...) must be made. Do not include the type specs. Use the style manual that your instructor has identified for the course.

Terms

Numbers

Punctuation