

**REPORT ON COFFEE DAY EVENT HELD AT
TANZANIA COFFEE BOARD HEADQUARTERS IN
MOSHI ON 1ST OCTOBER, 2016.**

*"Kunywa Kahawa ya Tanzania,
Kitza Uchumi Tenda Atua"*



INTRODUCTION

“Kunywa Kahawa ya Tanzania, Jenga Afya, Kuza Uchumi” (Drink Tanzania Coffee for Better Health and Economic Growth). This was Tanzania 2016 Coffee Day Theme.

Every year on 1st October, The International Coffee Organization (ICO) has designated it for the celebration of **International Coffee Day** globally. Tanzania as a member of ICO is mandated to mark this celebration in Tanzania.

Being so, Tanzania Coffee Board (TCB) prepared a special event to mark a day. The event was held at TCB headquarters in Moshi, Kilimanjaro on 1st October. TCB invited numbers of different stakeholders in the coffee chain to showcase and participate in the event. Those invited included Coffee Lovers, Coffee Farmers, Local Coffee Roasters, Coffee Shops, Coffee Lounges, Coffee Millers, Coffee Exporters and Local Coffee Vendors (Vijiwe vya Ghahawa).

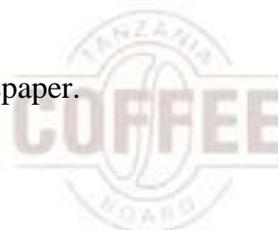
All those invited were allowed to present all of their activities concerning coffee. We also encouraged special and unique creativity on the day.

EVENT DETAILS

- Attendance

There was a good number of stakeholders' turn-up as expected from the invitees. It was around 1,600 individual who attended the event. Attendance summary includes:

- i. Coffee Roasting Companies from Tanganyika Instant Coffee (TANICA), Wildtracks, KNCU and TCB Roasting Unit.
- ii. Coffee Millers from Gourmet Coffee Ltd and Rafiki Coffee Millers.
- iii. Coffee Research Institute (TaCRI).
- iv. Coffee Shops from Union Cafe.
- v. Local Coffee Vendor (Ghahawa) Mr. Hamza Kombo.
- vi. Coffee Farmers from Wildtrack and Kagera Cooperative Union (KCU).
- vii. Coffee Lovers around 1,800 from all over the town.
- viii. Different Medias from Television, Radios and Newspaper.
- ix. Kilimanjaro Cooperatives Bank Limited (KCBL)



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- **Event Activities**

The activities performed during the event encompass:

- i. Offering free cups of coffee about 1,600 cups.
- ii. Education on Coffee drinking advantages.
- iii. Education on different types of coffee, grades and quality.
- iv. Development in Coffee Researches.
- v. Offer discount for coffee sold at the event.





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CONCLUSION

In general the event was total success. We hosted about 1,600 individual from Coffee Farmers all the way in the chain to Coffee Lovers. This was because of the great efforts made by TCB to invite and encourage participation as well as the love and compassion people have with coffee. The occasion provided and raised awareness of our Tanzania Coffee as well as a ground opportunity to promote consumption domestically. This has open up a room for improvement and better preparations for the next year 2017 event.

*"Kumjua Kahawa ya Tanzania,
Kutza Uchumi, Jenga Afiya"*

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