



Pure Africa works directly with cooperatives to know the source of our coffee and make sure that farmers are benefitting from the coffee we purchase.

About Nova Coffee

Nova Coffee Ltd is located between volcanic mountains and the beautiful lake Muhazi in North Rwanda. The company was established in 2015 by Agnes Mukamushinja.

Agnes and her husband are running a successful pharmacy in Kigali. They used the proceeds to buy and restore an old coffee washing station in the area where Agnes grew up. Buying this washing station has changed the lives of many farmers. Nowadays, 2.800 smallholder farmers supply their cherries to Nova. It is a very impressive number!

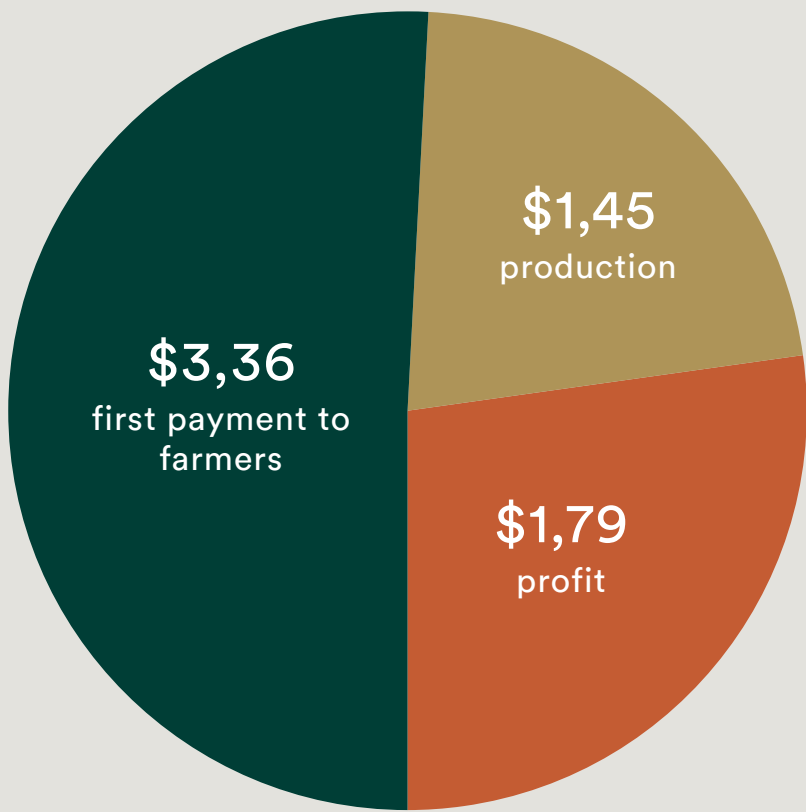
Ambitions

Nova tries to stimulate social and economic development through improving coffee farming practices and producing high quality coffee. They are committed to developing the neighboring community in order to create jobs and eradicate poverty. The company builds houses for the poor, constructs roads and wells and provides microcredit to farmers. Nova takes a special interest in the position of women. Agnes is entrepreneurial, she develops new off-season business opportunities for women like weaving baskets.

Direct Trade Payment to Farmers

Nova is a cooperative with a strong social mission that Pure Africa wants to support! Before, farmers had to sell their cherries locally to big traders or walk/cycle for hours to bring cherries to a washing station. With Nova, the situation has radically changed. By establishing a direct relationship we've made this chain profitable for everybody.

We've bought the coffee from NOVA cooperative for \$6,50 p/kg.



- PRICE BREAKDOWN
- The first payment to farmers is \$3,36 p/kg
 - The production cost for 1kg of green coffee is \$1,45
 - A profit of \$1,79 p/kg. Designated for a premium to the individual farmer and investment in social and ecological projects.

CUPPING NOTES - AROMA

Raspberry, blackberry, milk chocolate, white pepper, almond

About the coffee

COUNTRY: Rwanda
REGION: Gicumbi District, Bukure/Kivumu/Ruyange
VARIETY: Red Bourbon Arabica
GRADE: A1
ALTITUDE: 1800 - 2000 m
SOIL: Volcanic
PROCESSING: Fully washed
SCREEN SIZE: 15

Cupping notes

FLAVOUR: Lemon, date, blackberry, thyme, mint, cacao, cedar.
BODY: Full and rich
ACIDITY: High
AFTERTASTE: Long, salmiak