



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 Sholi Coffee

Sholi coffee is located in the high hills of West Rwanda. They originally took off as a small association of women bundling their capacity. At the time there were no markets for cherries in this area and there was no washing station to produce parchment coffee. With support from Dutch non-profits, they were able to grow the cooperative and construct their own washing station in 2014.

Since then, rapid growth and good management have led to a successful cooperative with 610 members. Sholi boasts an impressive network of international buyers and is an example to other Rwandan cooperatives.

## Ambitions

Sholi invests in social and ecological projects for the community. The cooperative has provided or supported a health center, water source, loan system for school fees, health insurance for members, training and support for farmers and they gave every member a goat or pig as a form of payment.

In addition they use the capacity of their cooperative to fight the challenges of climate change. Sholi has constructed professional irrigation to prevent exhaustion of the soil and a wastewater treatment system. Stimulating the use of organic fertilizers, Sholi provides organic manure to farmers.

## Direct Trade

Sholi is a cooperative with a strong social mission that Pure Africa Coffee wants to support! By establishing a direct relationship we bypass the middlemen. This will lead to more economic prosperity for farmers and stimulate the social mission of Sholi.

## Payment to Farmers

We've bought the coffee from Sholi cooperative for \$7,50 p/kg.



### PRICE BREAKDOWN

- The first payment to farmers is \$3,90 p/kg
- The production cost for 1kg of green coffee is \$1,45
- A profit of \$2,15 p/kg. Designated for a premium to the individual farmer and investment in social and ecological projects

### CUPPING NOTES - AROMA

Pepper, blackberry, raspberry, bayleaf, cassis, orange

## About the coffee

**COUNTRY:** Rwanda  
**REGION:** Muhanga District, Cyeza sector  
**VARIETY:** Red Bourbon Arabica  
**GRADE:** A1  
**ALTITUDE:** 1800 - 2000 m  
**SOIL:** Volcanic, sand-clay  
**PROCESSING:** Fully washed  
**SCREEN SIZE:** 15

## Cupping notes

**FLAVOUR:** Forest fruit, cacao, bayleaf, orange, pepper, lavender, liquorice  
**BODY:** Medium, silky, powdery in aftertaste  
**ACIDITY:** Medium +  
**AFTERTASTE:** Medium, berries