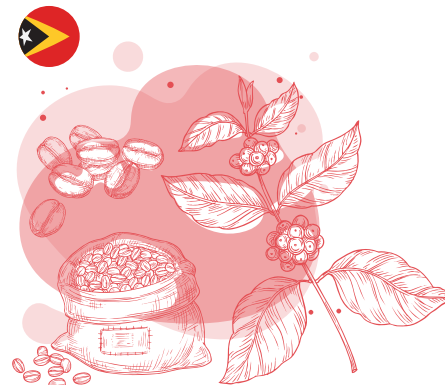


About Asosiasaun Café Timor



Established in 2016, the Coffee Association of Timor-Leste (Asosiasaun Café Timor-ACT) brings together individuals, business partners, and companies united by a shared passion for coffee. With a current membership of over 30, ACT is dedicated to promoting specialty coffee to global markets and developing competitive coffee brands and professionals. As a voluntary trade association, ACT serves as a coordinating body for coffee sector stakeholders, working towards improving coffee quality and advocating for government support. Collaboration between ACT and its members focuses on implementing coffee rehabilitation strategies to enhance farm productivity and ensure the highest quality of Timorese coffee.

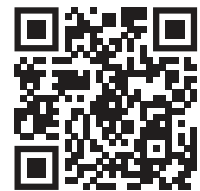


Market Constraints

Timor-Leste faces challenges with declining coffee productivity, impacting its competitiveness in the commodity coffee market. However, the specialty coffee segment presents a lucrative opportunity, with potential for returns up to USD 10 per pound and a projected value of USD 80 billion by 2030. Inconsistent volumes pose a challenge in securing a reliable supply. A contributing factor to this issue is the age of many coffee trees, with a significant portion being over 50 years old.



Scan/Click here to
visit Asosiasaun Café
Timor website



Intervention



IMPROVING COFFEE QUALITY THROUGH SETTING UP A COFFEE LABORATORY AND TRAINING ACT MEMBERS

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IMPROVING COFFEE PRODUCTIVITY THROUGH PROMOTING COFFEE REHABILITATION EFFORTS

MDF's collaboration with ACT aims to elevate Timor-Leste coffee to the specialty market. This involves implementing rejuvenating planting techniques, increasing coffee production, and establishing connections with international buyers to generate interest in buying coffee from Timor-Leste. Coffee farmers in key coffee production areas, including Aileu, Ainaro, Bobonaro, Ermera, Likisa, Manatuto, Manufahi and Oecusse, are well aware of the importance of coffee rehabilitation. They have taken action to rehabilitate aging coffee trees and anticipate positive outcomes in the coming years. To raise awareness of coffee rehabilitation, ACT and MDF have developed impactful behavioral change materials, including **posters** and **videos**. These materials are being widely distributed through national television and various social media platforms. The objective is to encourage coffee farmers to actively engage in essential practices such as pruning and rehabilitating their coffee trees.



MARKETING TIMORESE COFFEE TO THE AUSTRALIAN MARKET BY CONNECTING COFFEE PRODUCERS WITH AUSTRALIAN-BASED ROASTERS



Scan/Click here to watch the Festival Kafé Timor video

MDF has supported ACT in organising an annual coffee quality competition (FFestival Kafé Timor) for four years. Additionally, ACT participated in the Melbourne International Coffee Expo (MICE) held in Melbourne, Australia, in 2022. These initiatives have successfully connected Timor-Leste specialty coffee to international buyers and effectively promoted it to potential buyers in Australia.

These collaborative efforts have significantly contributed to the development and recognition of Timor-Leste specialty coffee in the international market. By prioritising quality and implementing innovative strategies, MDF and ACT are paving the way for a prosperous future for Timor-Leste's coffee industry.



We have a base of 40 members that encompasses over 20,000 smallholder families. We represent the interests of all coffee farmers and the government, working with the Ministry of Agriculture, Environment and Tourism divisions.

Evangelino Monteiro Soares,
ACT President.