

## **Embassy of Ethiopia at Canadian Coffee and Tea show in Vancouver, Canada**

The Ethiopian Embassy to Ottawa, Canada participated in the Canadian Coffee and Tea Show which was held in Vancouver from October 4 to 5, 2015. Two Ethiopian coffee exporters (Testi Coffee Plc and Mormora) Demonstrated the Speciality of Ethiopian coffee to many buyers and consumers who visited the event. BNT Industry and coffee trading plc was also attend the show. The Ethiopian Display was eye catching and colourful. What makes the Ethiopian display Unique was The Traditional Coffee Ceremony. Almost, all visitors of the event visited Ethiopian display. All visitors were amazed by the taste of Ethiopian coffee and the way of the Traditional coffee ceremony displayed. Apart from the market opportunity, the event created a chance to show the true image of Ethiopia.



### ***Coffee Ceremony***

The event was successful with thousands of people visiting the Ethiopian Display and tasting Ethiopian Coffee.

On this International coffee and Tea Trade show, there were 160 exhibitors and thousands of Visitors. H.E Ambassador Birtukan Ayano and the coffee exporters briefed Visitors about Ethiopian Organic Coffee, the potential of Ethiopian coffee Exporters to supply to the Canadian demands of Importers, Ethiopian culture, Economic

development and Political situation at large. Canadian importers also got the chance to discuss with the Ethiopian coffee exporters.

People were intrigued after realising Garden and Forest Coffee by the briefing and reading the brochure prepared by the Ethiopian embassy about the birth place of Coffee, Ethiopia's coffee regions and their different tastes as well as the country's production capacity and investment opportunities. This event created a chance to find a new coffee export destination in Canada.



### Coffee Ceremony and Display

**Ethiopia, The Birth Place of Organic Coffee**

**The Organic Coffee of Ethiopia**

Ethiopia is the largest producer of coffee in Africa, with a reputation for producing some of the world's finest coffees. More than 60% of Ethiopian coffee is produced as forest or semi-forest coffee. The soil of the forest floor is enriched from falling leaves, making fertilizer unnecessary. In these forests, the high genetic diversity has created a balance between pests and parasites, also rendering chemical pesticides unnecessary. Approximately 65% of Ethiopian coffee exports are naturally dried, while 35% are pulped and "washed". The three main regions from which Ethiopian coffee beans originate are Harar, Ghibbi and Sidama (Yirgacheffe).

The potential for coffee production in Ethiopia is very high, thanks to the country's suitable altitude, ample rainfall, optimum temperatures, appropriate planting materials and fertile soil. Furthermore, the country is of particular interest to the world because it is where coffee arabica originated, and thus has the best inherent quality for production potential. Coffee remains the most important export crop, utilizing over 600,000 hectares under cultivation. There is about 426,000 hectares of land unexploited opportunity for Domestic and Foreign Investors.

**Ethiopian Coffee Ceremony**

Ethiopian Coffee Ceremony is one of the most enjoyable events you can attend at the Ethiopian restaurant. Ethiopians show how to make a great cup of coffee, and they should because the country coffee is taken through its full life cycle of the preparation in front of you in a ceremonial manner. The ceremony starts with washing the coffee beans and roasting it in a coffee roasting pan on a small open firewood furnace. The woman shake the roasting pan back and forth that the beans won't burn, the coffee beans start to pop, it is when the lady preparing the coffee takes the roasted coffee among the audience that the healthy senses are being involved in the ceremony. The smell of it fills the air. At this time most of your roasted coffee is then put in a small household tool called Muketcha (Moo-ke-cha) for the grinding. This days, most restaurants use modern coffee grinders. The crushed coffee powder is then put in a traditional pot locally called Jebena (Jee-na) on the small open firewood furnace. Again, the is boiled, it is served in small cup called Cini (Si-ni) which are very small Chinese cups. As you sip your first cup of coffee, you sense the health benefits of Organic coffee and get mental satisfaction.

**Lokemppi:** the raw appearance of this coffee is greenish, and its bean size is medium/large. It is a mild-fruity tastes.

**Limmu:** the raw appearance of this coffee is greenish, and it has small/large bean size. It has a spicy and winy taste with flowery fragrance/aroma.

**Teppi:** this coffee has greenish faded like raw appearance, and it has medium/large bean size. Its appearance depends on its altitude. That means if the altitude is relatively high, it shares the spicy flavor of Limmu. If it is relatively low in altitude it shares the lowland flavor of Bebeke coffee. It also includes the spicy flavor of Gemadro.

**Bebeke:** this coffee has grayish open center cut appearance, and its bean size is medium/large. Its cup quality has some herbal like taste of low land flavor

Canada imports From Ethiopia mainly agri-food products (Coffee, oil seeds, spices, vegetables and Fresh Injera), leather and leather products, textile products and cut flowers. Canada allows Quota and duty free access under the General system of Preferences (GSP) to Ethiopian products. There is also a Memorandum of Understanding signed between the two countries which allows Ethiopian exporters of textile and apparel goods tariff-free access to Canadian market.



***H.E Ambassador Birtunak Ayano and the Organizer of the event***

In this regard, the Embassy is aggressively working to sustain the existing market opportunities and to find new market Opportunities for Ethiopian products.

The Embassy of Ethiopia would like to thank all Visitors, Ethiopian Diaspora participated on the event, Canada coffee and Tea show Organisers and Ethiopian coffee exporters who made the event successful!

Embassy of Ethiopia

Ottawa, Canada