



2014

WOMEN IN COFFEE INITIATIVE LTD PROFILE



WOMEN
IN COFFEE INITIATIVE

TUSHABE Joy

WOMEN IN COFFEE INITIATIVE LTD

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Our Mission: To economically empower women through coffee.

Our Vision: To be suppliers of the best quality coffee, the most Transparent, Fair and Loving Coffee Business in the value chain.

Our Coffee: Ishema Women's Coffee

The “Ishema Women's Coffee” Story

Ishema Women's Coffee story began in 2004 after Tushabe Joy, a Rwandan woman found out how women are not actively involved in Coffee production and the entire value chain. That is why she had an idea of leading rural women into coffee production. Joy believes that when Women are empowered, they can improve their livelihood. Traditionally, coffee farms in Rwanda were owned by men, processed the coffee, sold the produce to local and international markets and proceeds from the coffee was used at men's discretion.

Women in coffee initiative Ltd was formed in 2014 to break that fear of women to enter into the coffee business. “Ishema Women's Coffee” as a brand name for the coffee produced by Women in Coffee Initiative Ltd. “Ishema” is a Kinyarwanda name for “pleasant” or “something which makes you proud”. We've always believed in producing the best specialty coffee possible to carry forward our brand name

It's our goal for all of our coffee to be grown under the highest standards of quality, using ethical farming and processing practices. The Rwandan Arabica hillside coffee bring out the aromatic-sweet and rich flavor of the beans through the signature “Ishema Women's Coffee” in your cup.

“Ishema Women's Coffee” is one of the finest coffee brands with such a story in Rwanda, grown, prepared and served to the market by women. We are proud to offer our landmark programs to our partners: assurance of jobs to those who would have been jobless-and small-scale self-help projects to those who would have otherwise been left unattended to in the current economy, train best practice farming to women in coffee farming and providing inputs to them.

We would like to connect with buyers who would like to be part of the Rwandan women story of resilience and self-reliance wherever better prices may be. When you buy Ishema Women's Coffee you are changing lives of Rwandan women.

As part of social responsibility, Women in Coffee Initiative Ltd Company trains single mothers and girls who were not privileged to go for higher studies in tailoring as an additional income to coffee and to Company workers after season.

We sell green and roasted coffee depending on the need of the customer. However, the shorter the chain, the better for the farmer.

Our customers enjoy quality service, an inviting atmosphere and exceptional care. Our meticulous coffee washing ensures high quality through specialized staff.

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You are cordially invited to AFCA 2019 to meet us, and you will then have a taste on “Ishema Women's Coffee” .