



## Dear Colleagues and Partners

June 2021

### MARKUP Newsletter - April - June 2021

The MARKUP PCU is very happy to share this June 2021 edition of its quarterly Newsletter with you.

MARKUP has now entered its third year, with all national partners in place and implementation in full swing. We have now gained more than 1,000 followers on Twitter and are getting well known among micro, small and medium companies in the sectors we are supporting: we receive on average three requests per week from MSMEs, service providers and potential buyers interested in partnering with MARKUP.

Discussions around the harmonisation of standards have gained importance and attracted international attention as shown by collaboration with the Food and Agriculture Organization (FAO) and the engagement with Codex Alimentarius on Twitter. MARKUP Partners continue to seek innovative ways of serving SMEs despite the difficult conditions due to the pandemic. Read about the first ever virtual 'Best of the Pearl' coffee competition and other stories in this Newsletter.

We are always happy to hear from you via [email](#), [Twitter](#) and [Facebook](#)!

### Training

#### **MARKUP Rolls out National Trainings on Development & Harmonisation of Food Standards in EAC**

A series of trainings organised for 19 future trainers from national standard bodies and 142 stakeholders across sectors including academia, the private sector and government institutions have been held across East African countries to address a recognised knowledge gap in standards harmonisation...

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#### **Strengthening Uganda's cocoa sector**

Market analyses show that there is tremendous potential for Uganda's cocoa to penetrate two key markets, the 'fine flavour cocoa beans' which is trending in Europe, and the certified cocoa market in Asia. In a drive to enable cocoa producers and exporter from Uganda to take up these great opportunities, EAC MARKUP, through



ITC, organised a series of trainings for them in March and April 2021...  
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### **Coffee SMEs in Tanzania on the road to certification**

Obtaining certifications that are internationally recognized is key for increasing export value. International Trade Centre has developed an Internal Management System (IMS) model that draws on the requirements across different voluntary standards - a one size model that helps SME's that , intend to apply to more than one certification scheme avoid duplication Since 2019, ITC has been training and coaching SMEs in the coffee, cocoa and tea sectors across the EAC on ways to adapt(?) an IMS and to private voluntary standards...

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## **Market Exposure**



### **A Virtual Coffee Advocacy Study Tour**

As part of the advocacy work conducted in the EAC's coffee sector, the EU-EAC MARKUP through the International Trade Centre (ITC) had planned a one-week study tour of Brussels for coffee business membership organisations (BMOs) and national advocacy consultants in 2020...

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### **Towards a high quality culture for East African SMEs**

Learn more about the impact of the Quality Champions programme in the EAC Region.

Since 2019, the ITC under MARKUP has trained 113 QCs in the five MARKUP countries in the region. The goal of this initiative was to develop a pool of professional quality experts committed to training and coaching Small and Medium-sized Enterprises (SMEs) on a long-term basis...

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## **Advancing the Regional Agenda**



### **Celebrating Micro, Small and Medium Size Enterprises in the EAC**

On June 27 every year, the world celebrates Micro, Small and Medium-sized Enterprises Day. This day is dedicated to raising awareness of the importance of small and medium-sized businesses for economic development worldwide. It is a celebration of the huge contribution smaller companies make to the global economy...

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### **EAC Speaks as One Voice in Codex Committees**

The Codex Committee on Contaminants in Foods (CCCF) finished its 14th Session on May 13, 2021. Key on committee's agenda was the adoption of maximum limits for cadmium in cocoa and cocoa products attracting interest from all cocoa producing regions of Latin America, The Caribbean and Africa as well as the biggest consumers the EU and USA...

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## Burundi



### Good Manufacturing Practices in OTB and Prothem

From 10 to 14 May 2021, ITC under MARKUP organised a training workshop on Good Manufacturing Practices for the five Office du Thé du Burundi (OTB) factories managers, their tea makers, and staff in charge of quality. The workshop was also attended by staff from Prothem in charge of industrial development, quality management and sales...

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## Kenya



### Over 400 entries received for MARKUP Photography Contest

MARKUP Kenya received an overwhelming 413 entries from a total of 42 photographers after call for entries came to a close on 15th of June 2021. The objective MARKUP Photography Contest is to create awareness around MARKUP's commitment towards supporting smallholder farmers, strengthening regulatory frameworks and creating awareness on food safety issues, as well as providing an avenue for the youth to tell stories of agribusiness in their community through their lenses....

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### MARKUP Spearheads Research on Aflatoxin Contamination

Maina Karuru, the National MARKUP Project Coordinator said that mango farmers in the county will be trained on how to produce quality mangoes for both domestic and international markets. "We are keen to ensure...

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## Rwanda



## **MARKUP-ICU Study Finds Export Opportunities for Rwanda Coffee**

MARKUP through ICU, in partnership with Kahawatu Foundation and Positive Planet International analysed and addressed key challenges for the Rwandan coffee sector to achieve its full potential. The study observed that for Rwanda to increase its market share, emphasis should be on more diversified coffee processing methods, introduction of new coffee varieties, and increased organic coffee production...

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## **Reducing Post-Harvest Losses in Horticulture**

There is no doubt that East African Partner States have great potential to grow their sales of various horticultural products domestically and for export. While still a recent entrant into the avocado market, Rwanda's avocados currently make up 30% of the horticultural exports to the European Union (EU) and the United Kingdom (UK)...

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# **Tanzania**

## **Celebrating International Tea Day 2021**

International Tea Day is celebrated every year on 21 May to observe, promote and foster collective actions to implement activities in favour of the sustainable production and consumption of tea and raise awareness of its importance in fighting hunger and poverty..

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# **Uganda**



### **The Best of the Pearl Competition: Uganda's Finest Coffees Auctioned Online**

In an effort to promote Uganda's finest Arabica coffees and ensure their visibility in the international market, the Uganda Coffee Federation (UCF) in partnership with Uganda Coffee Development Authority (UCDA) and EAC MARKUP through the International Trade Centre (ITC), organised an international coffee cupping competition named *Best of the Pearl*, judged by a national jury and an international jury that joined remotely..

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## **News from the PCU**



### **Information about EAC-EU MARKUP at your Fingertips**

What is MARKUP all about and who is behind this programme?

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**Thank you so much for your support!**

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