



Association de Défense du Café Zياما Macenta
Guinée

<https://www.facebook.com/cafeziamamacenta/>

ABOUT ADECAM

- Company status: Association
- Year of registration: 2013
- Number of employees: 5 full time with 1 female



LENO Florent Faya, Technical Director

Florent Faya LENO is a dedicated Guinean professional committed to promoting origin-linked products and strengthening agricultural value chains through Geographic Indications (GI). Born on 21 June 1989 in Guinea and holding a degree from the Faculty of Administrative Sciences and Management at the University of Labé, he currently serves as the Technical Director of the Zياما-Macenta GI Coffee. In this strategic role, he oversees the general administration of the association, supports producers in applying proper production techniques, ensures the quality of coffee from the Zياما massif, and safeguards the label against fraud and counterfeiting. As a key actor in the sustainable development of the GI

coffee sector, he works to enhance the value and market positioning of origin-certified coffee to improve producer incomes, while promoting agroforestry practices to preserve the local ecosystem. Highly engaged in regional initiatives related to GIs, Mr. LENO has taken part in several major events, including a study trip to France on GI communication and marketing organized by CIRAD and OAPI (2024), the international colloquium on GI development in Africa held in Douala (2024), the Africa-GI Training at the Denis Ekani Intellectual Property Academy in Yaoundé (2022), and the OAPI Interministerial Conference on GIs in Abidjan (2022). His commitment to quality, label integrity, and the valorization of Guinea's coffee heritage positions him as one of the emerging figures in the promotion of origin-linked products in West Africa.



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BUSINESS MODEL

Ziama-Macenta coffee, grown in the forest region of Macenta in southeastern Guinea, traces its origins back to the colonial era. Renowned for its exceptional quality, it received official recognition as a Protected Geographical Indication (PGI) in 2013. It is produced in a unique environment surrounding the UNESCO-listed Ziama Biosphere Reserve, which gives the product a special ecological and heritage value. Economically, this specialty coffee positions itself as a high-end product, exported notably to demanding international markets such as France. The organisation of the value chain is based on local cooperatives grouped within the Association for the Defence of Ziama-Macenta Coffee (ADECAM), with support from international partners such as the Rio Tinto Foundation and the French Development Agency (AFD). Around 3,000 small producers many of whom cultivate an average of one hectare grow this coffee over an estimated 2,000 hectares.. Around 3,000 small producers, many of whom work on plots averaging one hectare, grow this coffee on an estimated total of 2,000 hectares.

Mission:

Promote high-quality coffee, support local producers and preserve the environment through sustainable agricultural practices.

Objectives :

- Strengthening product quality and recognition: maintaining and improving the quality of Ziama-Macenta coffee, a Robusta with exceptional qualities, similar to those of Arabica. This approach aims to consolidate the coffee's reputation on international markets, particularly in France.
- Local economic development: improve the living conditions of local producers by ensuring fair remuneration and promoting access to lucrative markets.
- Promotion of sustainable agriculture: encourages environmentally friendly agricultural practices, particularly through agroforestry systems, in order to preserve biodiversity in the Macenta region.
- Capacity building for cooperatives: supports member cooperatives, such as Woko and Diani, by facilitating access to training, financing and certification, thereby strengthening their autonomy and efficiency.
- Market and product diversification: expand the commercial opportunities for Ziama-Macenta coffee by exploring new markets and developing derivative products, while promoting the protected geographical indication (PGI) obtained in 2013.
- Environmental protection: teaches producers good agroforestry practices as part of environmental protection efforts.

STRONG RELATIONSHIPS WITH SMALLHOLDERS, COOPERATIVES...

The Association for the Defence of Ziama Coffee in Macenta (ADECAM) plays a central role in the organisation and development of the coffee industry in the Macenta region of Guinea. It brings together several local cooperatives, such as Woko and Diani, which represent around 3,000 small producers growing coffee on a total area of 2,000 hectares.

ADECAM acts as an umbrella organisation, facilitating coordination between cooperatives and individual producers. It offers technical and organisational support, particularly in terms of training in good agricultural practices, implementing sustainable

agroforestry systems and complying with the quality standards required for export.

The association also plays a crucial role in marketing Ziama-Macenta coffee, promoting the product on international markets and facilitating access to commercial partners for cooperatives. It works in collaboration with international organisations such as the Rio Tinto Foundation and the French Development Agency (AFD), which support initiatives for sustainable development and improving the living conditions of local producers.

In summary, ADECAM serves as an essential link between local farmers, cooperatives and markets,

promoting a collaborative and sustainable approach to coffee production in the Macenta region.



PRODUCTS AND MARKETS

- Ziama-Macenta coffee is a high-end Robusta variety grown in the tropical rainforests of the Macenta region in Guinea's forest zone. Thanks to the altitude (between 800 and 1,300 metres), a favourable climate and traditional farming practices, this coffee has an exceptional aroma, closer to Arabica than standard Robusta. It is appreciated for its low bitterness, velvety body and floral and spicy notes.

The coffee is available in several forms:

- **Green coffee (merchant):** intended for export or local or international roasting.
- **Roasted coffee beans:** sold locally and for specialised markets.
- **Ground coffee:** intended for immediate consumption.





INNOVATIONS: MILESTONES AND EXPANSION PLANS

The development of Ziama-Macenta coffee is based on several key milestones that have helped to promote this local product nationally and internationally.

- The award of Protected Geographical Indication (PGI) status in 2013 was official recognition of the quality and origin of the coffee, contributing to its legal protection and high-end positioning.
- Four years later, in 2015, exports of 20 tonnes, in 2016 exports of 54 tonnes and in 2017 exports of 36 tonnes to France marked a significant breakthrough in foreign markets. To support this momentum, the Rio Tinto

Foundation provided significant financial support to strengthen producers' capacities, particularly through training, the organisation of cooperatives and the improvement of post-harvest practices.

Despite these advances, several challenges remain in accelerating the sector's expansion. Among the needs identified are strengthening the technical and financial capacities of cooperatives, improving processing and storage infrastructure, and consolidating strategic partnerships to access new regional and international markets. These levers are essential to making Ziama-Macenta coffee a sustainable driver of local economic development.

SUCCESS FACTORS AND LESSONS LEARNED

Success factors

- The exceptional quality of Ziama-Macenta coffee, recognised on international markets.
- Unique terroir (dense forests and altitude) giving Robusta coffee rare organoleptic characteristics.
- Effective organisation of producers into cooperatives grouped within ADECAM.
- Support from international organisations (AFD, OAPI, Rio Tinto Foundation, etc.) for capacity building.
- Obtaining PGI status in 2013, strengthening the traceability, protection and commercial value of the product.
- Advice and support for 3,000 small coffee producers on new methods of producing high-quality coffee.
- Improvement of the living conditions of producers affiliated with the Ziama coffee GI.
- Social cohesion among producers affiliated with the Ziama coffee GI, which manifests itself in mutual social support among them.

Lessons learned:

- The importance of certifications (PGI, quality) for accessing premium markets.
- The need for sustainable agricultural practices to preserve biodiversity and guarantee product quality.
- The strategic role of partnerships (technical, institutional, financial) in the development and resilience of the sector.
- The need for appropriate infrastructure (storage, processing) to promote local production.
- Community engagement is essential to maintain the cohesion of cooperatives and ensure their governance.
- The need for working capital for ADECAM and its cooperatives.
- The need to implement a good communication strategy for the Ziama Macenta coffee GI by creating a website and attending major trade fairs to promote this excellent coffee.



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