

In the words of the community...

Hamuli is the Personnel Manager at Ingoboka's Gashashi Washing Station. In an interview about his views on the tourism activities, he said the following:

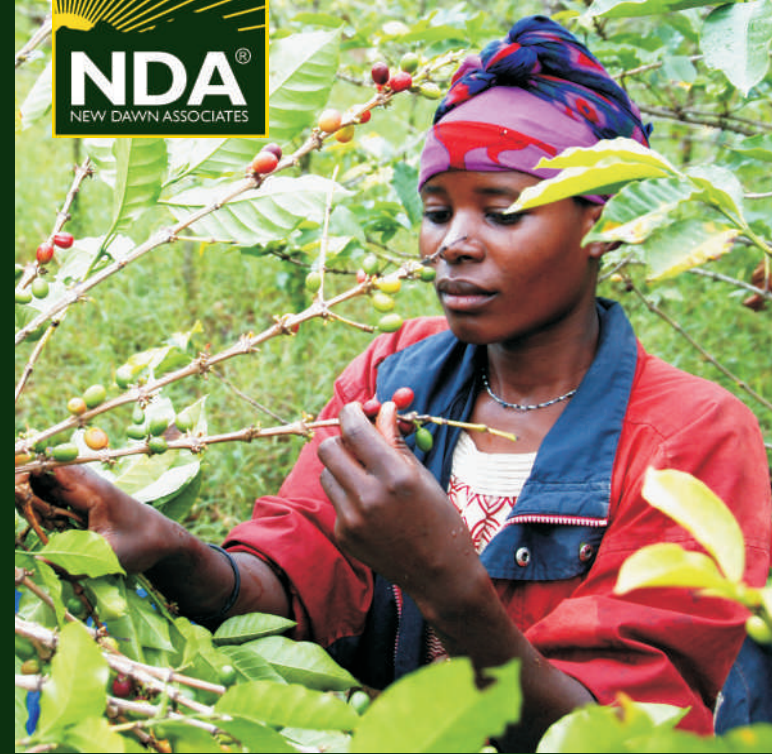
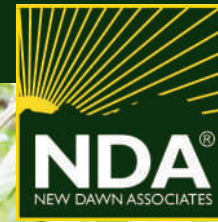
"Most of our workers regret that they never learned to speak the language of the tourists. This has given them a strong incentive to send their children to school and to make sure that they complete their education."

"Before we started with the tourism activities, we knew that coffee was used as a drink, but we never drank it ourselves and didn't know what it tasted like. Learning to roast coffee for tourists on an open fire made us very happy because we can also brew a cup for ourselves and share it with friends and family members who are not working on the washing station."

"We are very happy to have tourists, especially because we believe that after their visit they are more likely to drink coffee from Rwanda. This, in turn, will bring more people to invest in Rwandan coffee, and we'll be able to sell at a fairer price."



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At the crossroads of tourism and sustainable development.

NDA's tourism activities are life-enriching for the participating visitors as well as their Rwandan hosts. We create culturally engaging, intellectually challenging and very intimate high-value experiences that offer unique insights, educate and provoke. We also provide numerous opportunities for meaningful empowerment, sustainable economic development, poverty reduction, reconciliation and enhanced cultural pride. Our vision is to make a meaningful difference that ensures that the *new dawn* is followed by a bright day.

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rom crop to cup

The Lake Kivu Coffee Experience



'From crop to cup'

Our Kivu Coffee Experience combines an educational excursion where visitors learn about the coffee growing process with the stunning scenery of Lake Kivu. Its shores are particularly fertile and host a range of plantations where some of the best coffee in the world is grown. In early 2008, we started to collaborate with **Ingoboka**, a local cooperative of coffee farming families. We have trained some of their members to provide a very personal introduction to coffee growing that will teach you everything you need to know about this complicated process 'from crop to cup'.

Nyamirundi Island:

On Nyamirundi Island, you will visit the plantation of one of Ingoboka's member families. Each coffee plant is hand-raised and cared for by the farmer. Combined with the volcanic soils of the area, this special treatment gives the coffee a full-bodied, yet non-acidic flavor. Ingoboka has a total of 350 members, all of whom own small coffee farms on the shores of the lake and its surroundings.

Gashishi Washing Station:

From the island, you will continue your journey to the nearby Gashishi Washing Station on the shores of the lake. During the main coffee season (March to June), you can experience over 700 men and women working at the station day and night. The process is actually rather complicated and involves over 20 different steps. You will receive a full explanation of this coffee processing, from picking to washing and later roasting, and you will even have the opportunity to pick a few cherries yourself. After a traditional coffee tasting procedure, the boat will return to Gisenyi for lunch.

Community empowerment & benefits

Similar to our other educational excursions, we have empowered members of the local partner community, Ingoboka's coffee growers, to share their skills and experiences with our guests. While an NDA guide provides background information and facilitates the visits, the coffee growers are instrumental and responsible for the activities at their island and washing station. As full partners, they receive their fair share of the benefits - a guaranteed 70% of the profits, like in all other NDA projects.

Benefit sharing mechanism:

- 11 rotating service jobs during the activities
- Direct income for sale of coffee and coffee tasting
- Significant community development fund, reaching 350 members and over 2,000 dependants



Tour itineraries and prices

Half-day excursion:

- Welcome introduction at the beach in Gisenyi
- Boat trip on Lake Kivu
- Coffee picking at Nyamirundi Island
- Coffee washing at Gashishi Washing Station
- Coffee tasting
- Lunch with Ingoboka representatives (Gisenyi)

Prices:

- 5-10 persons: \$70/person
- 11-14 persons: \$60/person
- 15-24 persons: \$55/person
- Special reductions for NGOs and universities
- Prices exclude the boat transport (available boat options range from a small 4-person zodiac that is suitable only during good weather conditions to a massive 24-person military marine boat) and the lunch

Variations:

- Special tailor-made tour packages from Kigali
- Start or end of tour in Kibuye
- Volunteering on a coffee plantation
- Other lake activities, including fishing
- Further activities in the Gisenyi area, including the 'Dancing Pots' experience about the life and culture of the Batwa, a visit to a traditional healer, a visit to the Ecole d'Art at Nyundo or some relaxing time at the lake

More information:

- www.newdawnassociates.com/Coffee.htm