

Role cards



Coffee farmers

You live in a rural part of southern Uganda. You have about two acres of land, which you farm. Your main source of income is growing and selling coffee. You plant the coffee trees, and weed the ground around them so the coffee doesn't have to compete with other plants. The trees require a lot of regular work and attention to keep them properly pruned, so they will bear fruit well. You harvest the coffee 'cherries' by hand when they are red and ripe. You dry them in the sun and sell them to visiting buyers. The money you earn from the coffee is essential to pay for your children to go to secondary school and to pay your family's medical bills. Every fifteen years you need to buy seedlings to replace old trees. The seedlings take four to five years to grow big enough to produce cherries.



Coffee exporters

You visit the farmers to buy their coffee. The farmers are scattered over a wide area, so you have to pay for transport and fuel to go and collect their coffee 'cherries'. You then process them to extract the 'green' beans, pack them in bags, and transport them to the coast, where you sell them to a shipping company. Uganda is landlocked, so you have to pay high rail-freight charges. The market for coffee is unpredictable, and so you sometimes have to pay to have your coffee stored. You also need money to renew and repair the expensive machinery in the factory and to pay skilled people to operate it.

