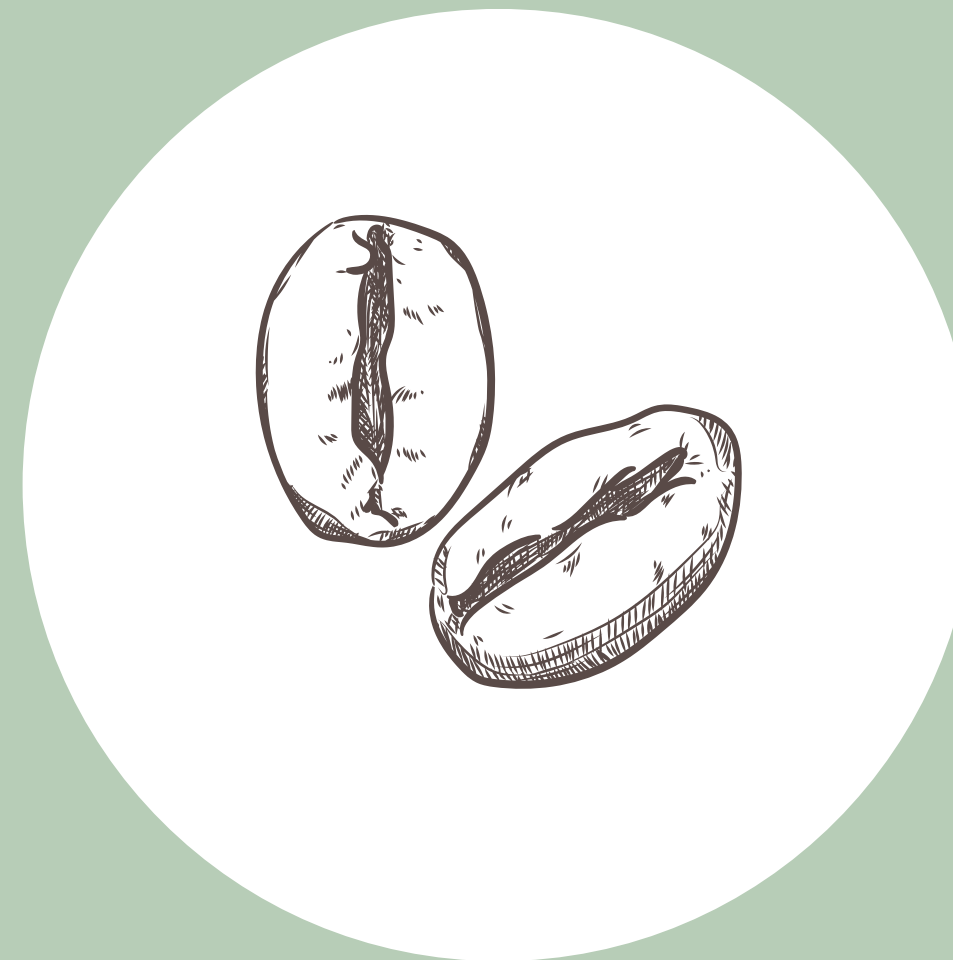


# Ziama-Macenta coffee: what economic and marketing approach to GI sustainability?



Worldwide Perspectives  
on Geographical Indication

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More than 25 years' experience in supporting supply chains and international trade in agri-food and natural ingredients

Project coordination

Trainer and coach

Founder of



# Ziama-Macenta robusta (Guinée) : first GI in West Africa



- Set up as part of the PAMPIG programme
  - funded by AFD (French funding agency)
  - From 2008 - Registered with the OAPI in 2014
  - 2 cooperatives : ‘up to’ 1200 members
  - Mount Ziama : UNESCO biosphere (1980)
  - Agroforestry
- => specific ‘terroir’ => A robusta that stands out

# Ziama-Macenta robusta (Guinée) : a GI with a bright future?

At first glance, all the ingredients to make it a success :

- intrinsic product quality, typicity
- environmental pillar
- social pillar
- story telling

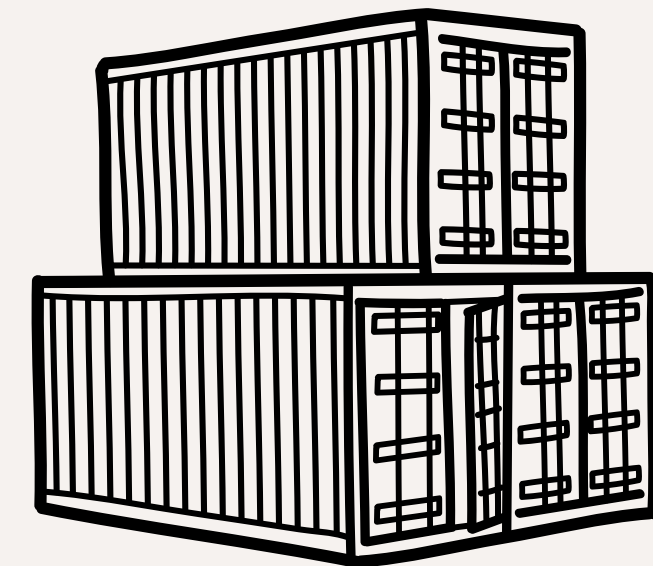


# Ziama-Macenta robusta (Guinée) : a GI with a bright future?

But....

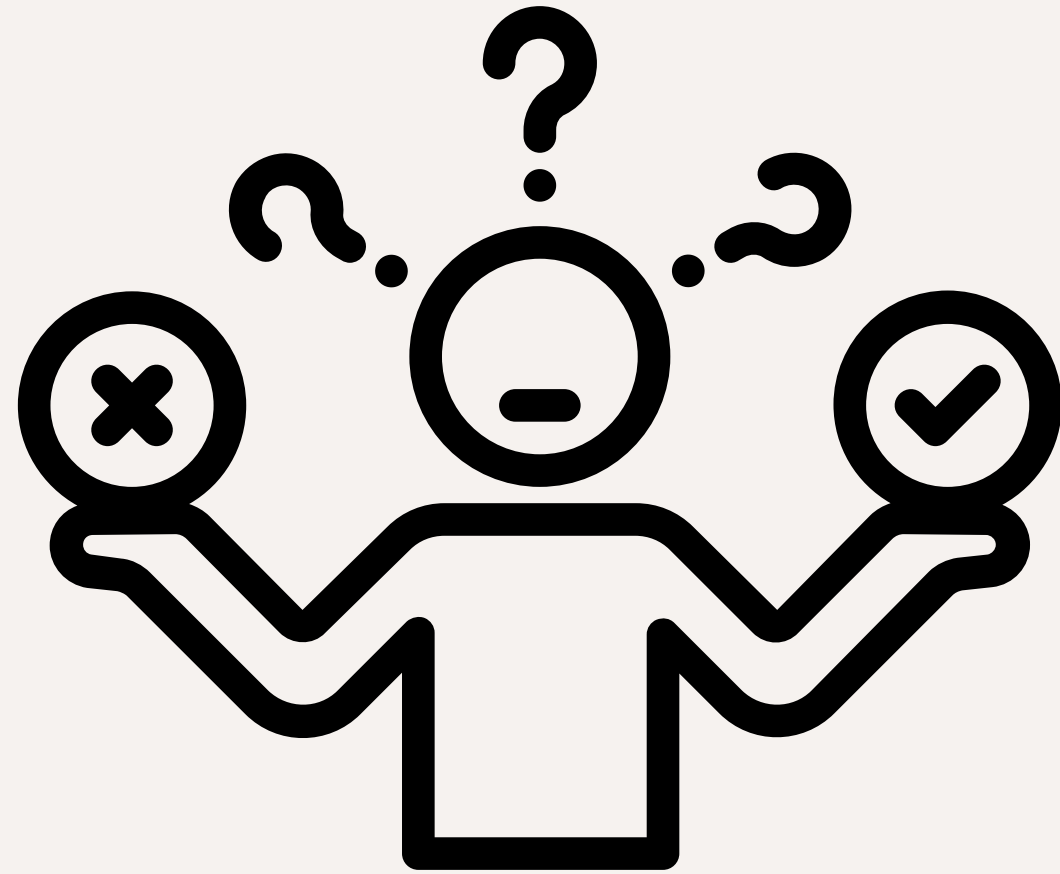
=> less than 10 containers sold since then,  
even not under GI label

=> little or no local sales



# What happened ?





**Multifactorial reasons  
aggravated by the time line  
(conditions on the world coffee market)**



## Where to sell ? Internationally ?



- Business climate & Guinée : weak global presence and reputation on Western markets. International buyers have little or no perception of the origin.

=> Image and trust to be build.

## Where to sell ? Locally ?



Local consumption : reduced opportunities

- Little tradition of coffee consumption ; local coffee roasted in a traditional way, informally
- No (local) “brand” and (intrinsic) quality awareness



## Where to sell ? Locally ?



Distribution channels to be created.

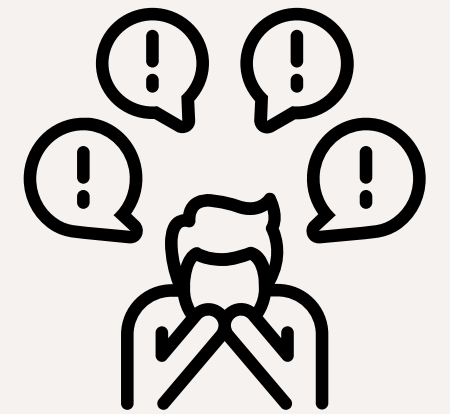
Poor promotion and distribution channels for 'Made in...'  
products

=> No possibility of quick, broad and easy anchoring in the  
local market

# Weak links in the value chain

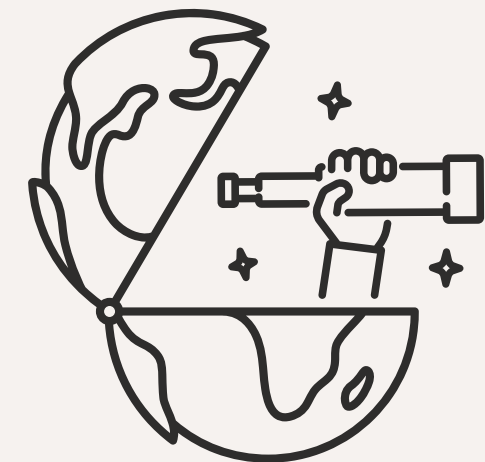
## Micro-level :

- **Cooperatives** with no business know-how disconnected from the international market : still not autonomous in the sales process.
- **Exporter** : difficulty to find robust local partners
- No (formal, reputable) **roaster** capable to add value to the coffee



# So, how can and should the economic pillar anchor the sustainability of GIs?

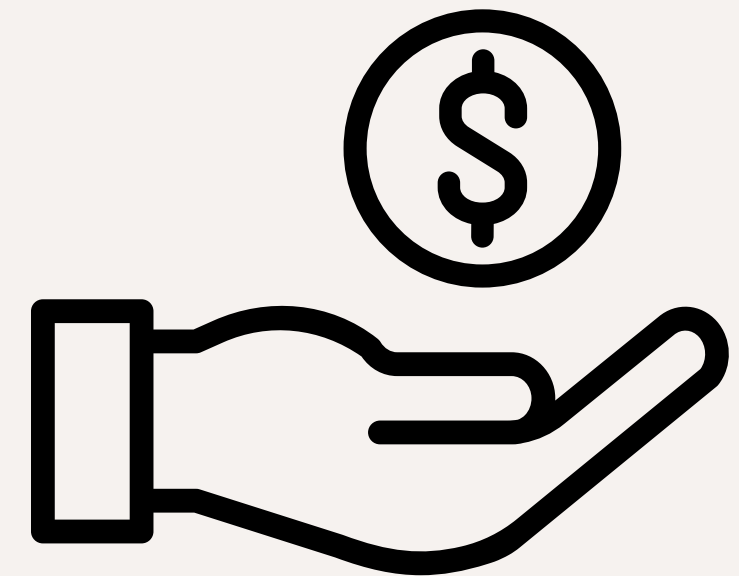
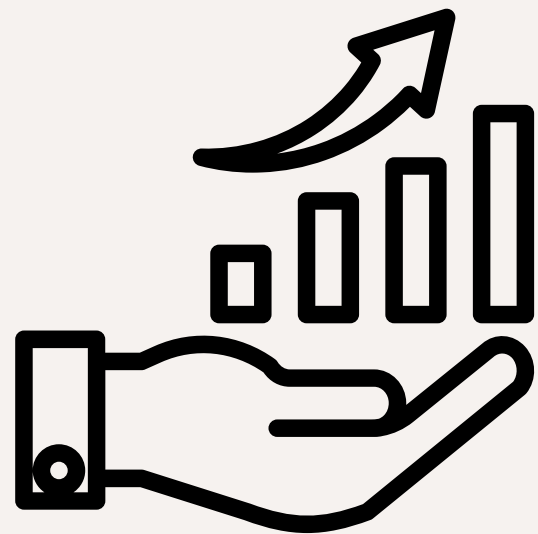
- 1) Assessing the private sector's capacity to bring products to market : **motivation and business skills**
- 2) Assessing the state of the global value chain and the context (global, regional, local)
- 3) Setting up a robust strategy with proper marketing mix (6 P, including People and Planet)



**The intrinsic quality of the product is NOT enough to sell**

**Selling before (or at the same time as)  
producing remains the golden rule**

**Even for GI's !**



**Thank you !**

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