



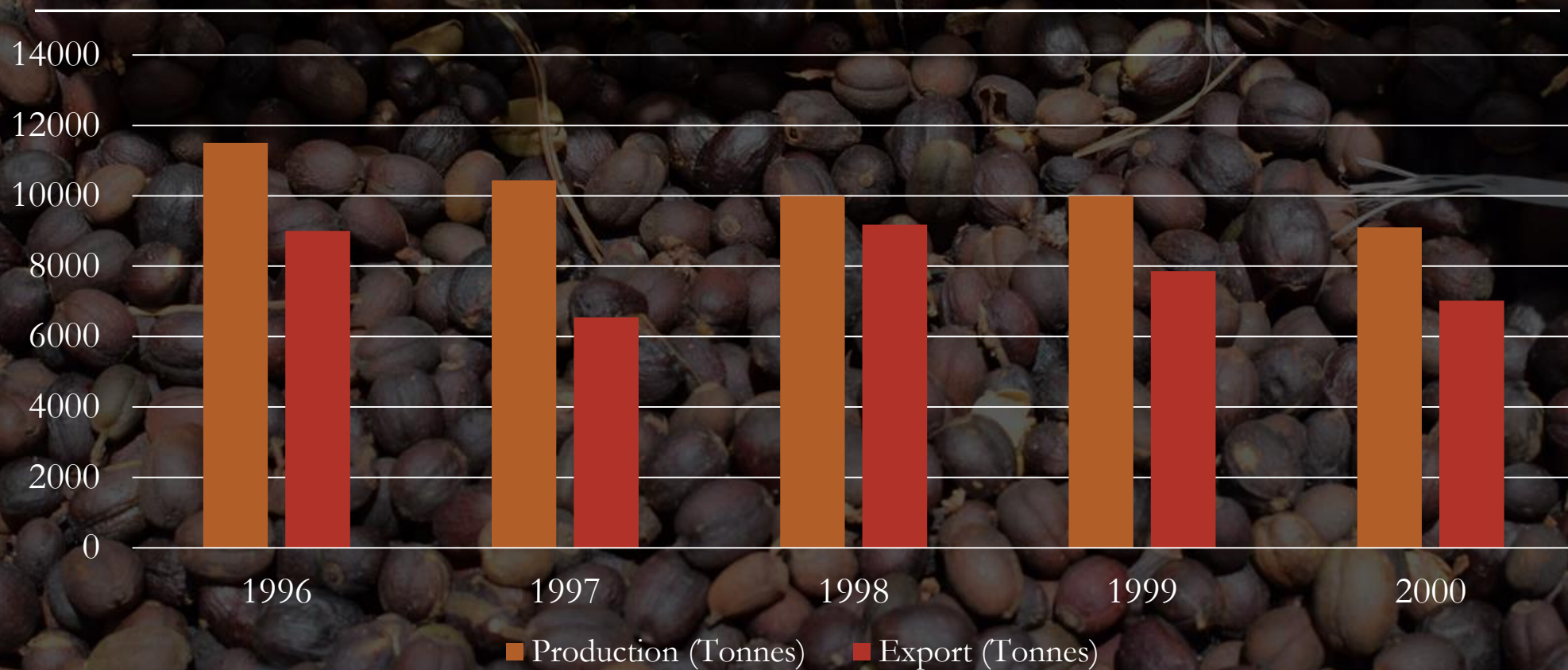
Producer Perceptions on Branding for Chipinge Coffee



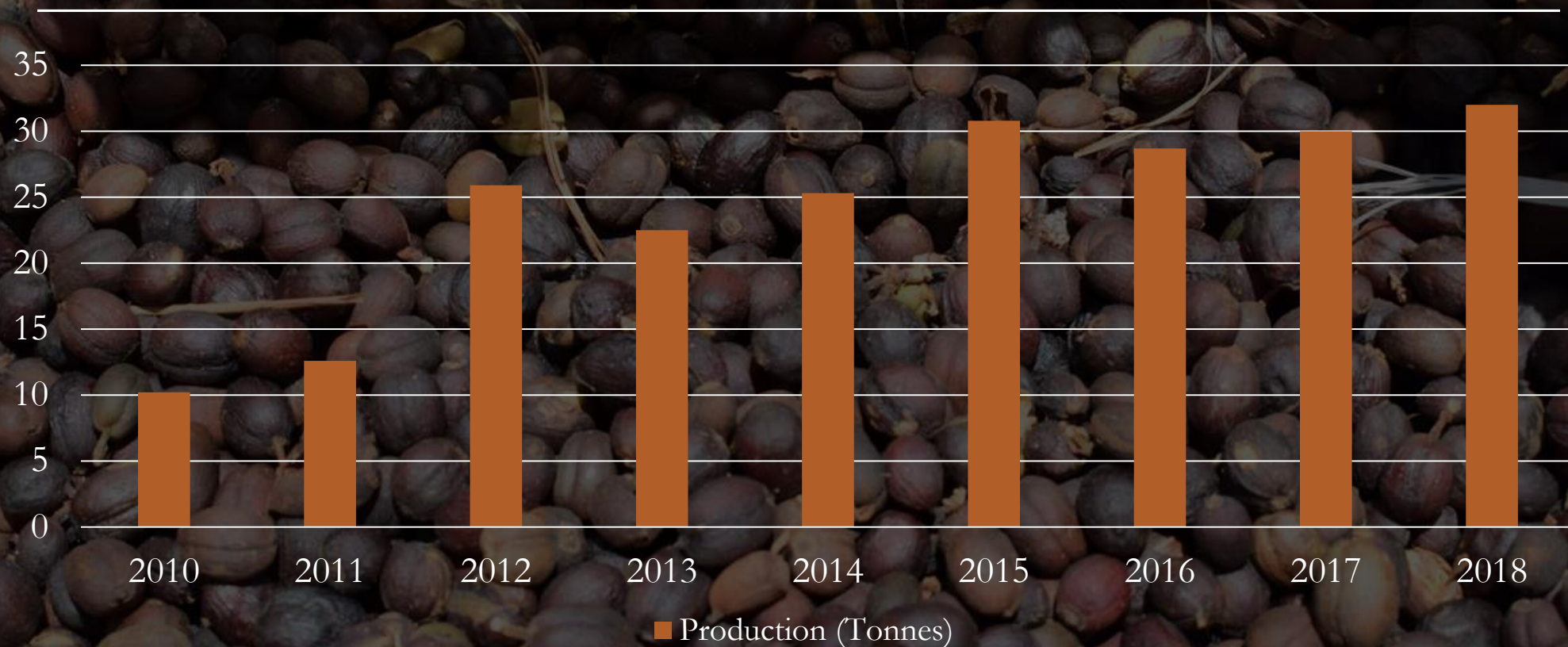
Outline

- Coffee production in Zimbabwe
- Legal framework for brand protection
- Perspectives of growers on TM/GI
- Available options for Chipinge coffee

Coffee Production in Zimbabwe



Small scale farmers coffee production



Coffee Producing Area



Eastern Highlands of Zimbabwe

- Area of approximately 418 130 hectares
- Climatically suitable for coffee cultivation
- High altitude 900 – 1200 metres
- Rainfall averaging 1000mm per year
- Temperature average 24 & 26 degrees Celsius
- 4 Districts – Chipinge, Chimanimani, Mutare & Mutasa



A photograph of numerous coffee seedlings growing in black plastic bags, arranged in rows in a nursery. The seedlings have vibrant green leaves. The background shows some dry brush and a dirt path.

Cultivation

- Arabica coffee
- Wet processed
- Two methods - sun-grown coffee and shade-grown coffee
- Key steps - harvesting, pulping, fermentation and drying

Chipinge Coffee Value Chain

Cultivation	Secondary Processing	Marketing	Roasting & Retailing
<ul style="list-style-type: none">• Commercial Farmers• Small scale farmers• ARDA	<ul style="list-style-type: none">• Commercial Farmers• Zimbabwe Coffee Mills	<ul style="list-style-type: none">• Zimbabwe Coffee Mills• Grain Marketing Board• Agents	<ul style="list-style-type: none">• Buyers• Coffee shops• Roasters

Legal Framework for Protection Zimbabwe

Trademark

- Statutory (Trademark Act (Chapter 26:04) & Common Law protection
- Indication of commercial origin & distinguishing goods and services [s.2(1)]
- 10 year duration with further renewal every 10yrs [s.24(2)]
- Rights conferred – prevent unauthorised use [s.8 (1)], assignment & licensing [s.27(1)]

Legal Framework for Protection in Zimbabwe

Certification mark

- Goods or services certified in respect of origin, material, mode of manufacture, quality or other characteristics [s.41(1)]
- Entity competent to certify the goods or services [s.44(5)(a)]
- Rights conferred – same as TM but assignment requires consent of Registrar [s.48]

Legal Framework for Protection in Zimbabwe

Collective mark

- Distinguishing function in respect of goods or services of members of an association [s.100A]
- Registration applied by association [s.100A(2)]
- Rights conferred similar to TM & same rules apply [s.100A(4)]

Legal Framework for Protection in Zimbabwe

Geographical Indication

- Chapter 26:06, enacted in 2001
- Identifies a product whose quality, reputation or other characteristics are essentially attributable to its geographical origin [s.2]
- Application for registration by person who sells, manufactures or exports the product, consumes or uses the product or any organisation representing such persons [s.16]



IRONMAN
70.3 *Kansas*
1.5 MILE SWIM | 56 MILE BIKES | 13.1 MILE RUN

A photograph of two men standing in a coffee field. The man on the left is wearing a white t-shirt with an 'IRONMAN 70.3 Kansas' logo and a dark cap. The man on the right is wearing a light blue button-down shirt and a wide-brimmed hat. They are both looking down at something in the coffee plants. The background is filled with green coffee leaves and white flowers.

Growers perspectives

- 30% knew what a TM/GI was & could rightly identify them.
- 60% believed a distinguishing mark would be a viable strategy to identify & market Chipinge coffee.
- 55% believed using a TM/GI to market Chipinge coffee could impact market attractiveness
- 60% believed it could serve as a strategy for market penetration in new markets

A photograph of two men in a coffee field. The man on the left is wearing a grey t-shirt with 'IRONMAN 70.3 Kansas' and a dark cap. The man on the right is wearing a light blue shirt and a wide-brimmed hat. They are both looking down at something in the coffee plants. The background is filled with green coffee leaves and white flowers.

Growers perspectives

- Willingness to support a strategy enabling all of them to participate & benefit
- TM/GI process be spearheaded by ZCM

However,

- Lack of government policy on coffee
- Increase production before pursuing TM/GI
- Value addition

Available Options for Chipinge Coffee

TRADEMARK

- Simply identifies commercial origin.
- However, geographical names per se cannot be registered as TM [S. 12(1)(d)]

CERTIFICATION MARK

- Collective use
- Certifying authority for quality assurance

Available Options for Chipinge Coffee

GEOGRAPHICAL INDICATION

- Collective organisation
- Specification
- Certification and traceability

A close-up photograph of a person's hand holding several ripe, red coffee cherries. The cherries are oval-shaped with a small stem at the top. The background is blurred, showing more cherries and a blue object.

Recommendations

- Coffee Policy
- Strengthen growers' associations
- Linkages in the value chain
- Certification mark

Thank You

