



### **Coffee Association of Malawi (CAMAL)**

The Coffee Association of Malawi represents both the smallholder and the estate producers in Malawi. It was incorporated in 1981 and is operated by a board of directors and a secretariat. The Secretariat is based in Blantyre, at Kidney Crescent and shares offices with the Tea Association of Malawi. The Association's main activities focus on:

- Promotion of the Malawi Coffee Industry
- Raising sector wide issues to government
- Managing Coffee Research
- Conducting frequent quality control checks on export lots
- Certifying origin of coffee exports
- Hosting and organising the annual taste of harvest competition and trainings in collaboration with the East African Fine Coffee Association
- Facilitating field days and dissemination of grower information to members
- Managing a web-site with up-dated sales statistics for both domestic and export sales
- Facilitating effective networking between buyers and sellers.

The Association is managed by the Board of Directors assisted by the Secretariat. The latter entails a Chief Executive, Coffee Marketing Co-ordinator and support staff. The Board has a minimum of three and a maximum of nine directors, elected every year by the Annual Meeting. Directors normally serve for two to three years.

Funding of the Association is based primarily on a cess, which was formerly based on member's production related to changes with the international market price of coffee, but which was changed to a fee per hectare grown in 2010. In addition to ordinary members there is a current drive to include associate membership in 2011 to expand the influence of the Coffee Association particularly into the hospitality sector with a focus on delivering training on better brewing, storage and delivery facilities to improve the domestic Malawian coffee offering.