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MARKUP

EU-EAC MARKET ACCESS UPGRADE PROGRAMME

MARKET PROFILE

TANZANIA'S COFFEE EXPORTS TO UNITED STATES OF AMERICA

May 2019, Dafrosa Sanga (Café Africa Tanzania)

International Trade Centre

This market profile has been developed within the framework of the Market Access Upgrade Programme (MARKUP) – Tanzania Window (TZ1.1.1)

I. PRODUCT OVERVIEW

Coffee is a beverage made by percolation, infusion, or decoction from the roasted and ground seeds of a coffee plant. The two most widely grown varieties are Arabica and Robusta. Once ripe, coffee berries are picked, processed and dried. Dried coffee seeds are roasted to varying degrees, depending on the desired flavor, and then the beans are packaged either as whole seeds or ground.

Tanzania grows both Arabica and Robusta as well as the botanical varieties, which include Bourbon and Kent.

Economic importance in Tanzania

About 450,000 Tanzanian families grow coffee, which constitutes 90% of total coffee producers and the remaining 10% comes from coffee estates. In Tanzania, coffee is a source of income for 2.4 million people (3.6%) of the population, which is currently estimated at 60 million.

Growing regions in Tanzania

Arabica coffee: is grown on the slopes of Mount Kilimanjaro and Mount Meru in the Northern part of the country, under the shade of banana trees, a truly exotic location for East African coffee. Coffee is also cultivated in the Southern Highlands of Mbeya and Ruvuma. Arabica coffee makes up 70% of total coffee production in the country.

Robusta coffee: is grown in the western areas along Lake Victoria in the Kagera region and constitutes 30% of all the coffee produced in Tanzania.

Production

The average production between 2004-2008 was of 51,777 metric tons (MT) of clean coffee.

Harvesting period (main crop)

- North: July – December
- Southern: July – December
- Western: May – October

Northern coffees tend to be pleasant in aroma, rich in acidity and body and they generally have a sweet taste with balanced flavors due to mineral nutrients from volcanic soils. Southern coffees characteristically have medium body and fine acidity with a fruity and floral aroma and taste.

Coffee as a product has two features; it may either be the actual product (after processing and roasting) or the augmented product after being Packed, labelled and certified.

Coffee has the HS code (HS 090111) and USA's National Tariff Line code (NTL) is 090111.00.

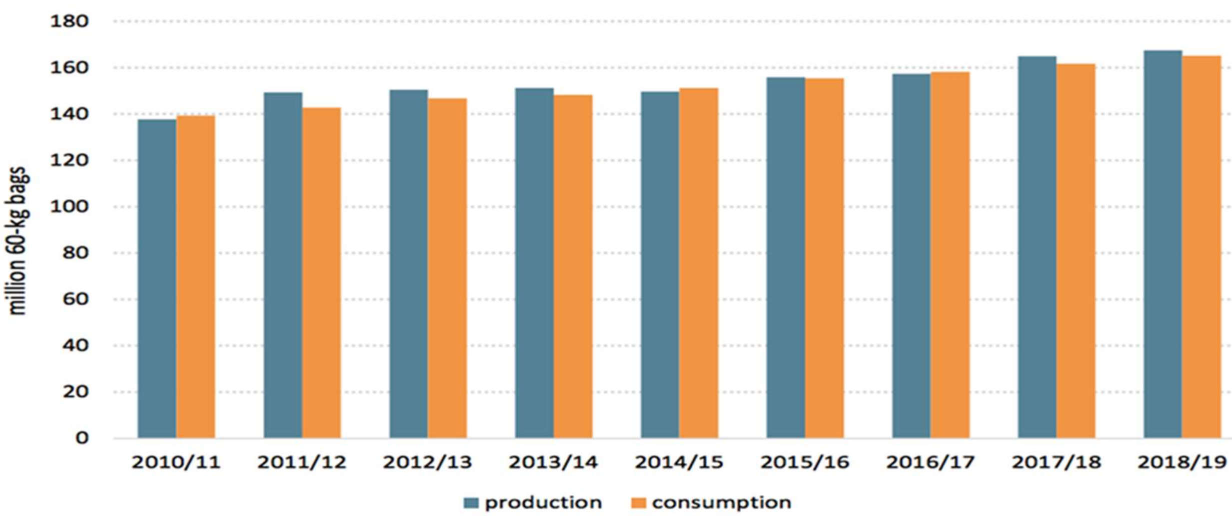
Local consumption

Internal consumption has increased from 2% of total production in 2003 to 7% in 2018. (*Source: http://coffeeboard.or.tz/tzcoffee_%20profile.php).*

World production & consumption overview

World coffee production consists of 169,093,000 bags (10,143,780 MT) while the world consumption is 161,381,000 bags (9,682,860 MT) for the year 2017 and 2018.

Tanzania produced 800 bags (48,000 MT - 50,000 MT) between 2017-2018.



Source International Coffee Organisation (ICO): http://www.ico.org/prices/po-production.pdf.

The total exported quantity in 2018 was 7,402,329 metric tons. The following table shows the world market share of the 3 leading exporters and Tanzania.

Ranking	Exporters	Market share Export %	Importers	Market share importers %
1	Brazil	22.9	USA	22.5
2	Vietnam	16.9	Germany	14.2
3	Colombia	11.9	Italy	7.6
	Tanzania	0.8		
	World/Global	100	Global	

Source: www.trademap.org/Country_SelProduct

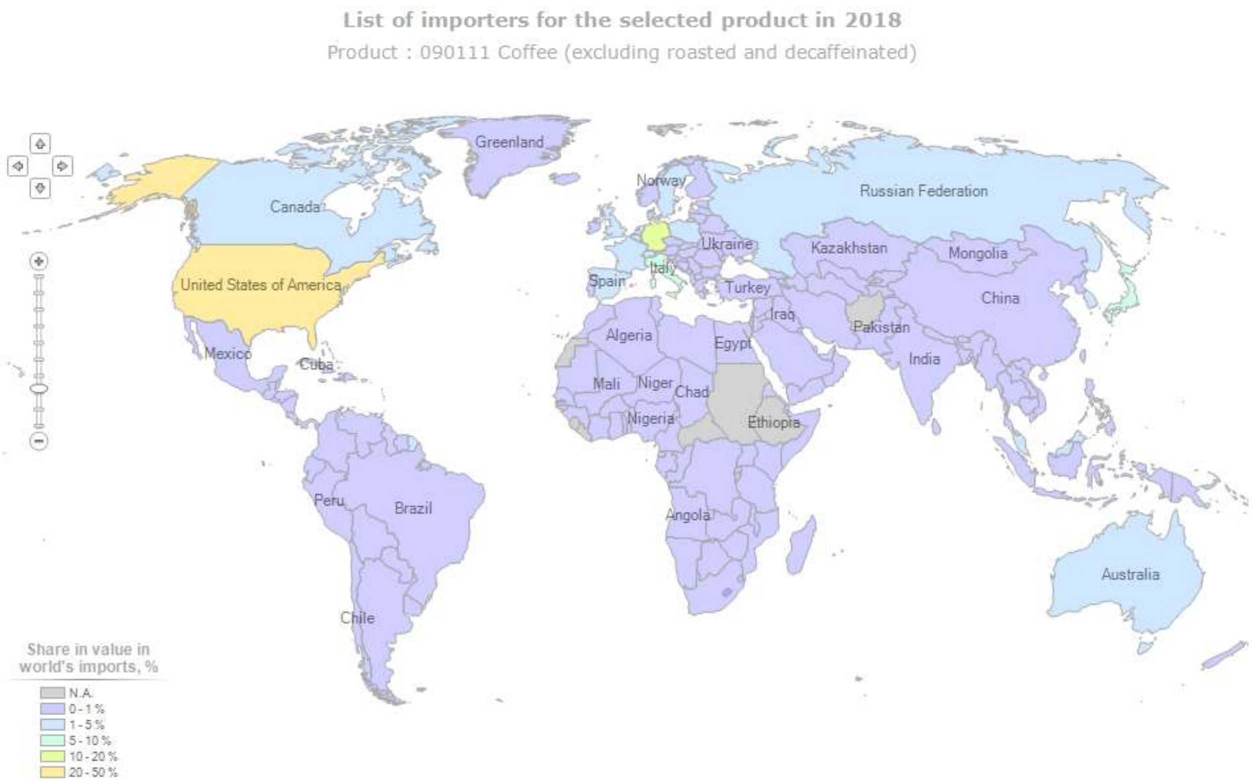
World demand and market share globally

The global demand is 7,225,563 MT. Though the growth in value shows signs of decline (-1%), growth in quantity remains positive (3%). Based on the growth in quantity, we concluded that the demand for coffee is still rising. When growth in quantity outpaces growth in value, it is safe to assume that the product will become cheaper on average.

(Source: https://www.trademap.org/Country_SelProduct)

HS8	Importers	Value imported in 2018 (USD thousand)	Trade balance in 2018 (USD thousand)	Quantity imported in 2018	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2014-2018 (%)	Annual growth in quantity between 2014-2018 (%)	Annual growth in value between 2017-2018 (%)	Share in world imports (%)	CO2 emission (tons)	Average distance of supplying countries (km)	Concentration of supplying countries	Average tariff (estimated) applied by the country (%)	Number of non-tariff requirements applied by the country
		Select your indicators													
	World	19,592,574	-553,193	7,225,653	Tons	2,712	-1	3	-5	100		7,790	0.11		
+	United States of America	4,414,457	-4,261,609	1,390,291	Tons	3,175	-2	1	-10	22.5	122,548	6,897	0.13	0	
+	Germany	2,790,399	-2,238,144	1,121,779	Tons	2,487	-3	1	0	14.2	122,382	8,776	0.15	0	15
+	Italy	1,495,289	-1,460,286	604,836	Tons	2,472	1	3	-3	7.6	62,948	8,069	0.16	0	15
+	Japan	1,146,904	-1,146,888	399,042	Tons	2,874	-4	-1	-13	5.9		12,047	0.16	0	13
+	Belgium	729,767	-147,831	280,743	Tons	2,599	-2	2	-10	3.7	67,090	8,738	0.12	0	15
+	Canada	624,149	-604,575	196,853	Tons	3,171	1	5	-12	3.2		6,461	0.18	0	
+	France	601,209	-586,650	224,253	Tons	2,681	-3	-1	2	3.1	26,167	6,961	0.11	0	15
+	Switzerland	596,970	-590,267	158,542	Tons	3,765	0	4	2	3		8,529	0.12	0	28
+	Spain	596,752	-565,084	261,500	Tons	2,282	-3	0	-12	3	31,126	8,331	0.22	0	15
+	Netherlands	549,869	-466,955	190,197	Tons	2,891	2	4	-1	2.8	6,544	3,427	0.3	0	15
+	United Kingdom	533,386	-486,317	192,816	Tons	2,766	1	5	3	2.7	30,826	8,712	0.15	0	15
	Korea, Republic of	441,824	-441,500	143,784	Tons	3,073	2	4	-9	2.3		12,020	0.12	1.2	

Market Share in Various Markets



II. GLOBAL TRADE OVERVIEW

IMPORTS

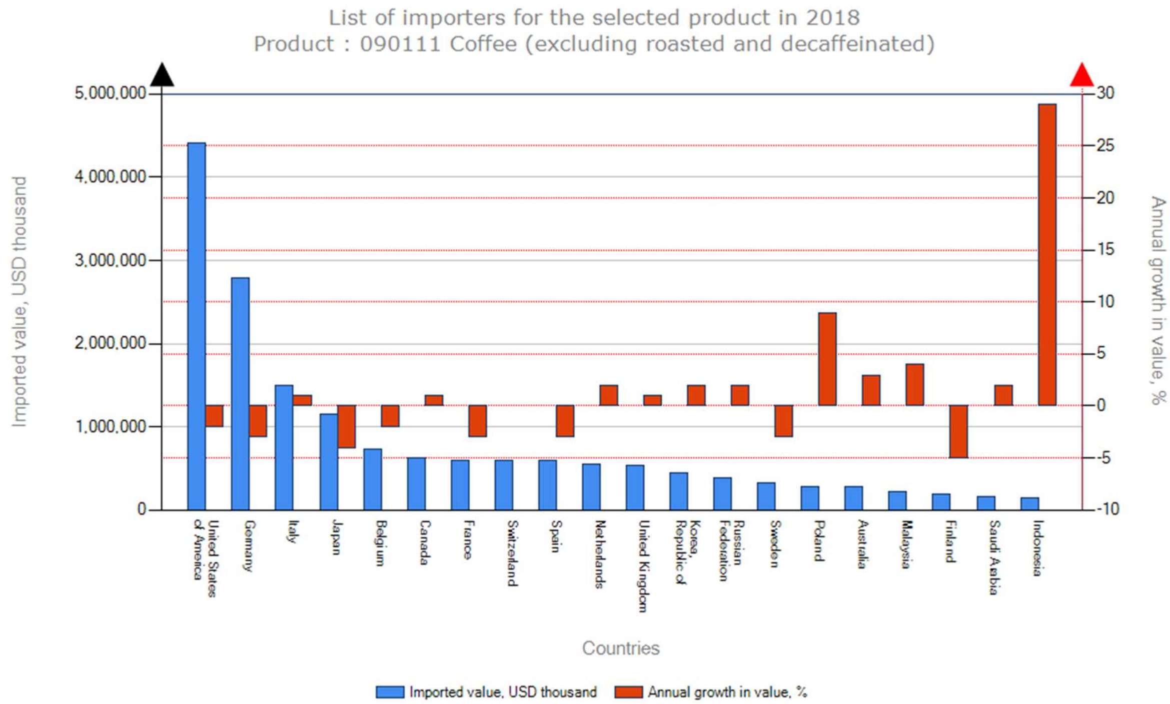
The global importation of coffee is 7,225,653 MT with a total value of United States Dollar (USD) 19.5 billion.

The world largest coffee importers include

- United States of America (USA) – 1,390,291 MT, valued at USD 4.4 billion, account for 22.5% market share
- Germany – 1,121,779 MT, valued at USD 2.7 billion, account for 14.2% market share
- Italy – 604,836 MT, valued at USD 1.4 billion, account for 7.6% market share

The import growth in value for the 3 leading importers were -1%, -3% and 3%, for USA, Germany and France respectively. There is a significant difference between growth in value and growth rate in quantity. Observation of trends indicates that the crop's value is decreasing.

(*Source: www.trademap.org)*

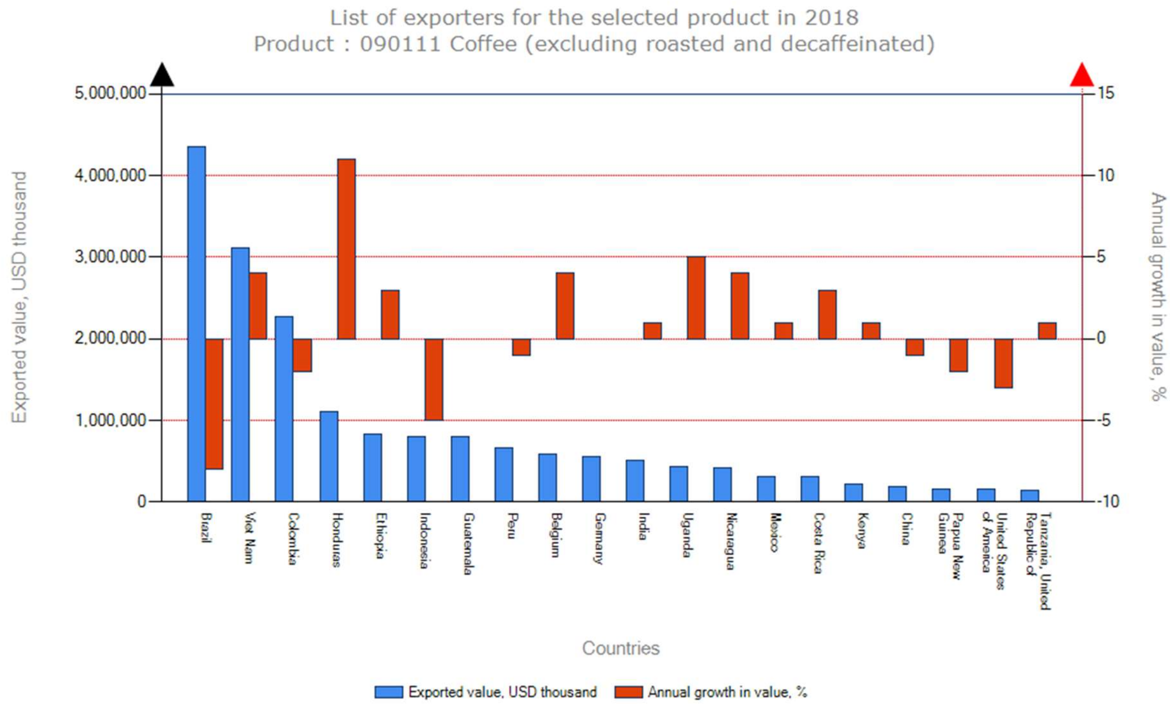


EXPORTS

In 2018, coffee exports stood at USD 19 billion. The main exporters of green coffee beans were:

- Brazil 1.8 million MT, valued at USD 4.3 billion, account for 22.9% market share
- Vietnam 1.6 million MT, valued at USD 3.1 billion, account for 16.4% market share
- Colombia 710,836 MT, valued at USD 2.2 billion, account for 11.9% market share

The growth in value between 2014-2018 for the top 3 exporters was -8%, 4% and 2% respectively.



Source: www.TradeMap.org

III. TANZANIA'S EXPORT PERFORMANCE IN THE WORLD

Tanzania's coffee (excluding roasted and decaffeinated) ranks 20th in the world's coffee export list, with a market share of 0.8%. In 2018, Tanzania exported 56,346 to the world. Global annual growth value is -1 and Tanzania's annual growth is 17. This implies that growth is increasing because the annual growth of Tanzania's export capacity is greater than the global annual value (2017/18).
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- Colombia 710,836 MT, valued at USD 2.2 billion, account for 11.9% market share

Tanzania currently exports coffee to the following countries: Japan, Germany and USA with the following values: USD 50,828, USD 18,958 and USD 14,181 respectively.

The growth in export value between 2017 and 2018 to Japan was 70 %, Germany 27% and USA -12%.

List of importing markets for the product exported by Tanzania, United Republic of in 2018
Product: 090111 Coffee (excluding roasted and decaffeinated)
Tanzania, United Republic of's exports represent **0.8%** of world exports for this product, its ranking in world exports is **20**

Table | Graph | Map | Companies | Public tenders | FDI data | Tariff data | Standard

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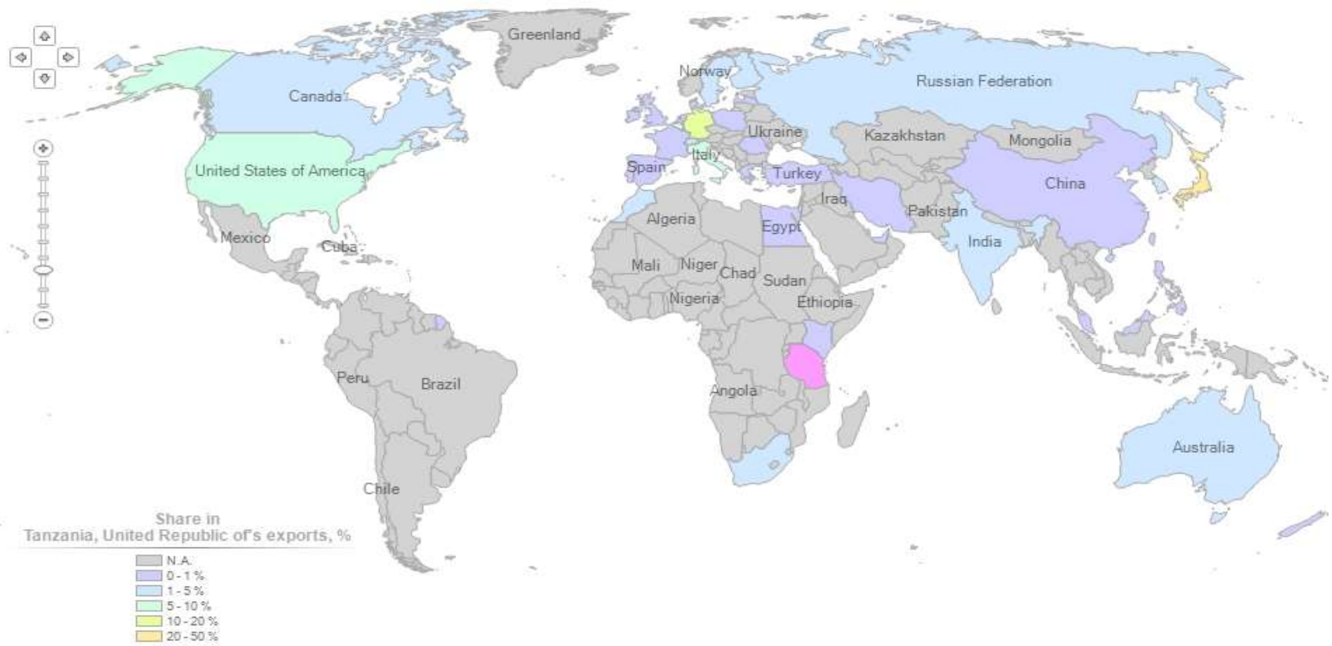
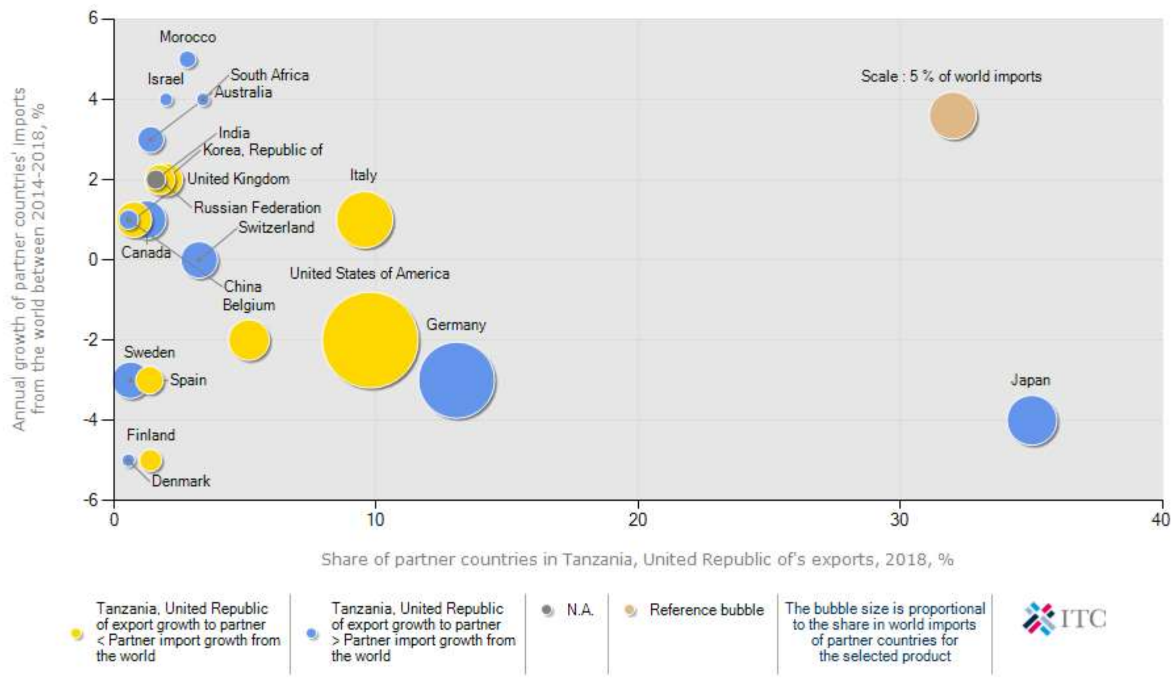
Select your indicators

Bilateral trade at 8-digit	Importers	Value exported in 2018 (USD thousand)	Trade balance 2018 (USD thousand)	Share in Tanzania, United Republic of's exports (%)	Quantity exported in 2018	Quantity unit	Unit value (USD/unit)	Growth in exported value between 2014-2018 (%, p.a.)	Growth in exported quantity between 2014-2018 (%, p.a.)	Growth in exported value between 2017-2018 (%, p.a.)	Ranking of partner countries in world imports	Share of partner countries in world imports (%)	Total imports growth in value of partner countries between 2014-2018 (%, p.a.)	Average distance between partner countries and all their supplying markets (km)	Concentration of all supplying countries of partner countries	Average tariff (estimated) faced by Tanzania, United Republic of (%)	Number of non-tariff requirements faced by Tanzania, United Republic of
	World	145,128	145,128	100	56,346	Tons	2,576	1	2	17		100	-1				
+	Japan	50,828	50,828	35	17,754	Tons	2,863	8	10	70	4	5.9	-4	12,047	0.16	0	13
+	Germany	18,958	18,958	13.1	7,291	Tons	2,600	4	7	27	2	14.2	-3	8,776	0.15	0	15
+	United States of America	14,181	14,181	9.8	4,651	Tons	3,049	-5	-1	-12	1	22.5	-2	6,897	0.13	0	

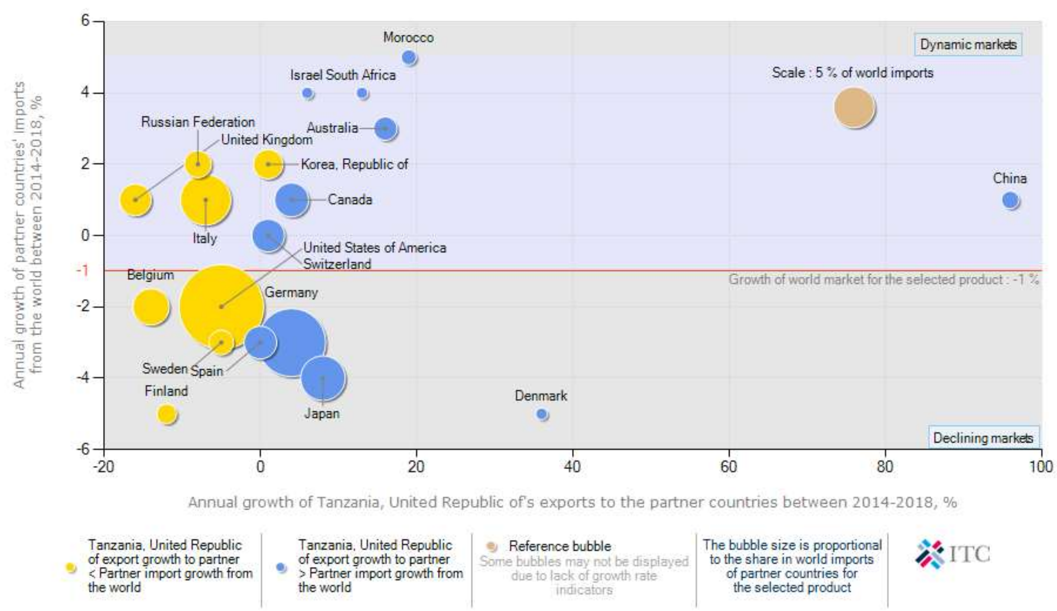
List of importing markets for a product exported by Tanzania, United Republic of in 2018
Product : 090111 Coffee (excluding roasted and decaffeinated)

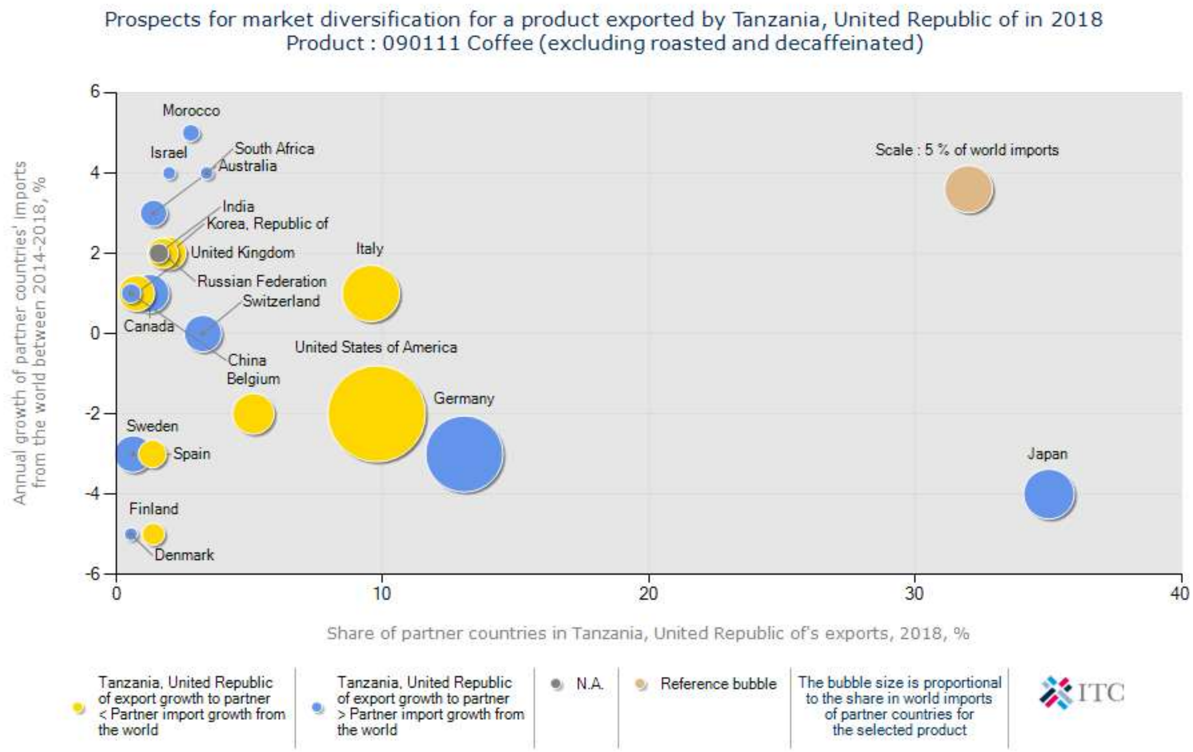


Prospects for market diversification for a product exported by Tanzania, United Republic of in 2018
Product : 090111 Coffee (excluding roasted and decaffeinated)



Growth in demand for a product exported by Tanzania, United Republic of in 2018
Product : 090111 Coffee (excluding roasted and decaffeinated)

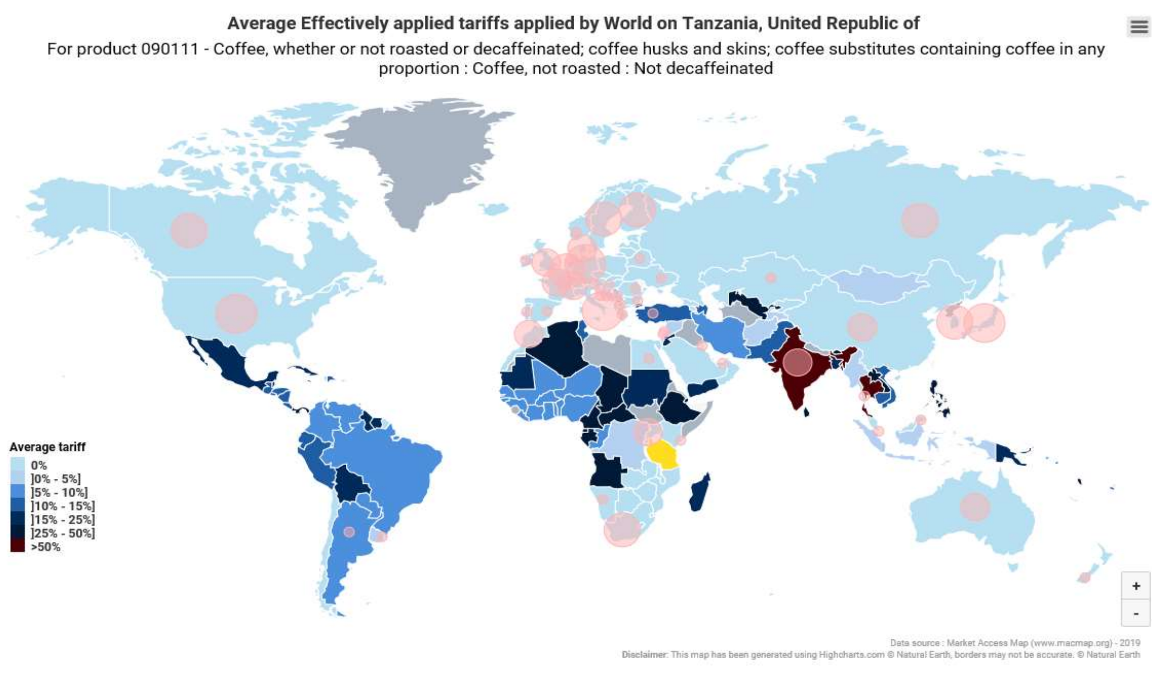




Source: www.trademap.org

TARIFFS FACED BY TANZANIA IN DIFFERENT VIABLE MARKETS

All the main importer counties apply the lowest tariff of 0%.



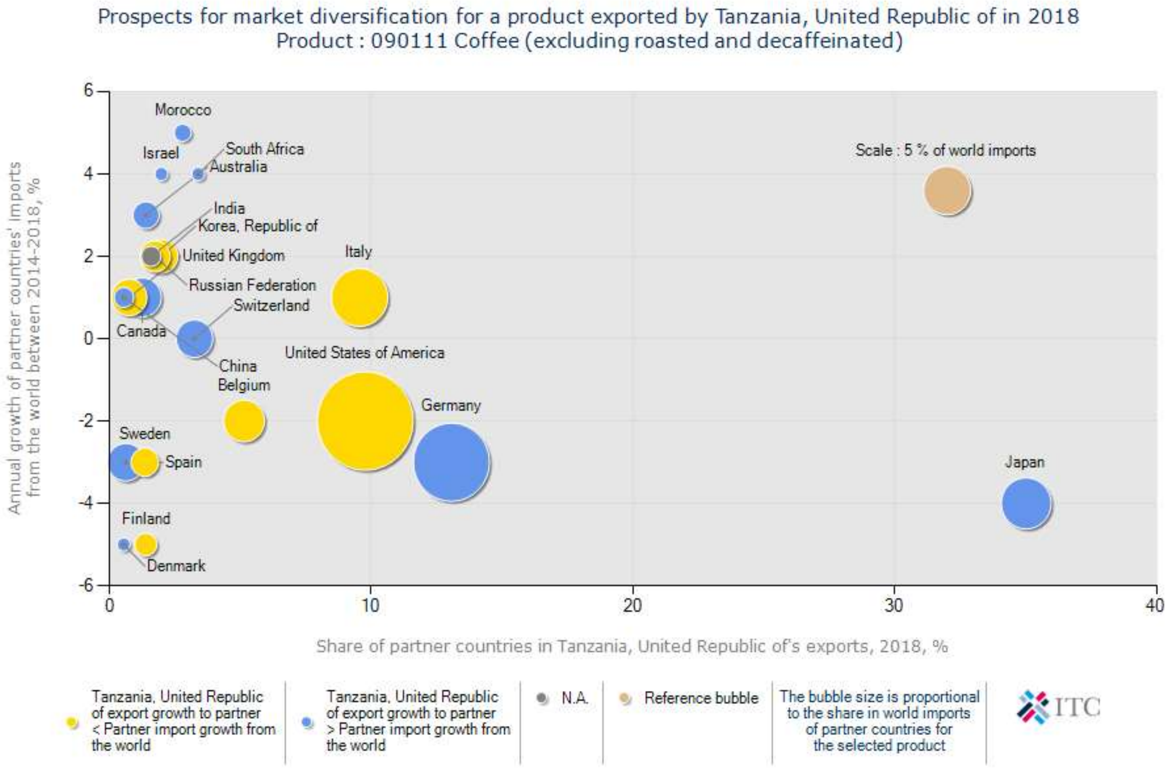
IV. **Market Screening**

Several attractive markets for Tanzania's coffee (090111) are shown in the simplified table below.

	Target country	Imported value (thousand USD) 2018	Unit value (USD /unit)	World market share (%)	Annual growth rate in value past 5 years (%)	Growth in exported quantity between (2014 - 2018- (%)	Growth in Exported Value between 2014 - 2018 (%)	Share in Tanzania of Exports %	Tariff advantage	Distance (km)	Concentration
1	Japan	50,828	2,863	5.9%	-4	10	8	35	0	12,047	0.16
2	Germany	18,982	2,600	14.2%	-3	7	4	13.1	0	8776	0.15
3	USA	14,181	3,049	22.5%	-1	-1	-5	9.8	0	6897	0.13

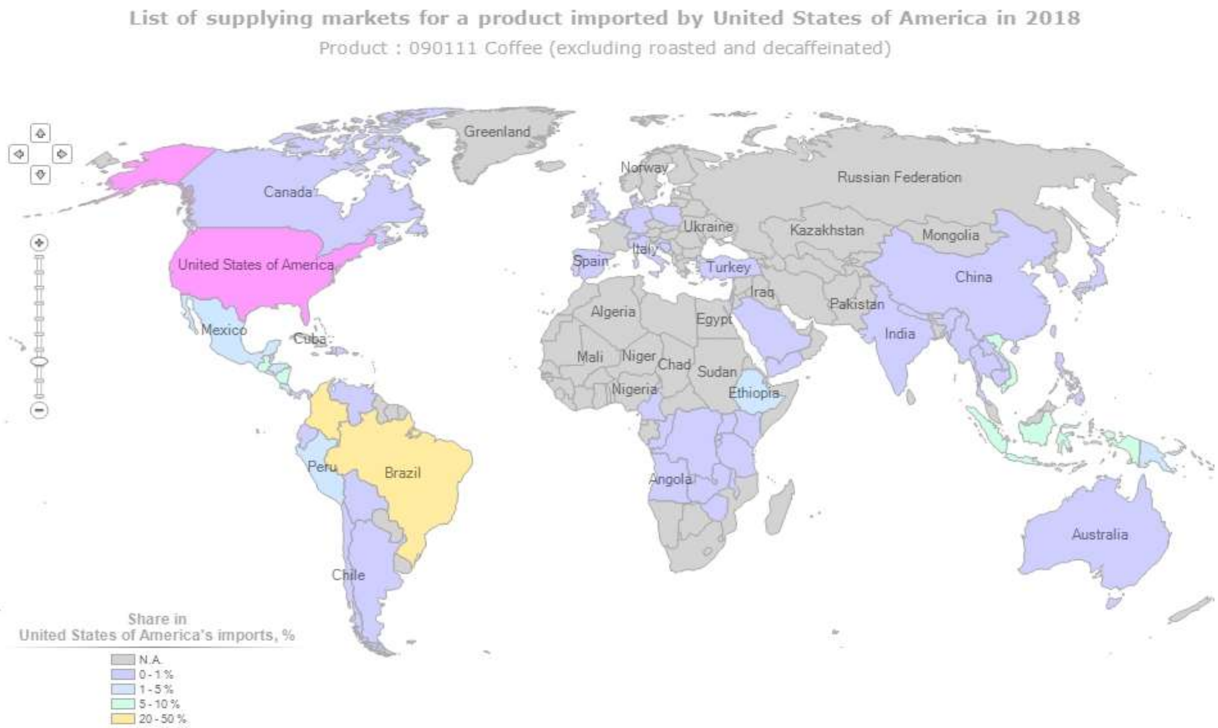
From the table above, a potentially attractive market for Tanzania's coffee is the USA, due to the following justifications:

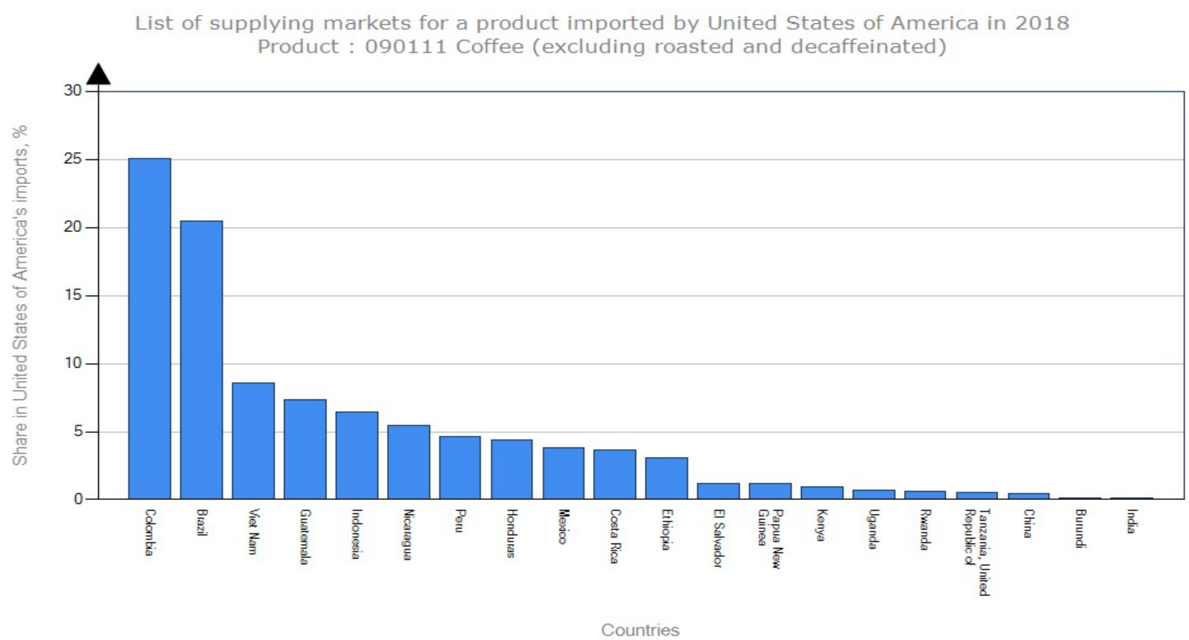
- High market share of world imports - 22.5%
- Closer distance compared to other larger importers - 6,897 km
- 3,049USD /unit offered by USA is higher than the world unit value and that offered by other top importers in the World
- Moderate concentration of supplying countries from
- The USA is the world's no.1 importer of green coffee beans (total imported value USD 4.4 billion in 2018 alone).



V. **Target market characteristics**

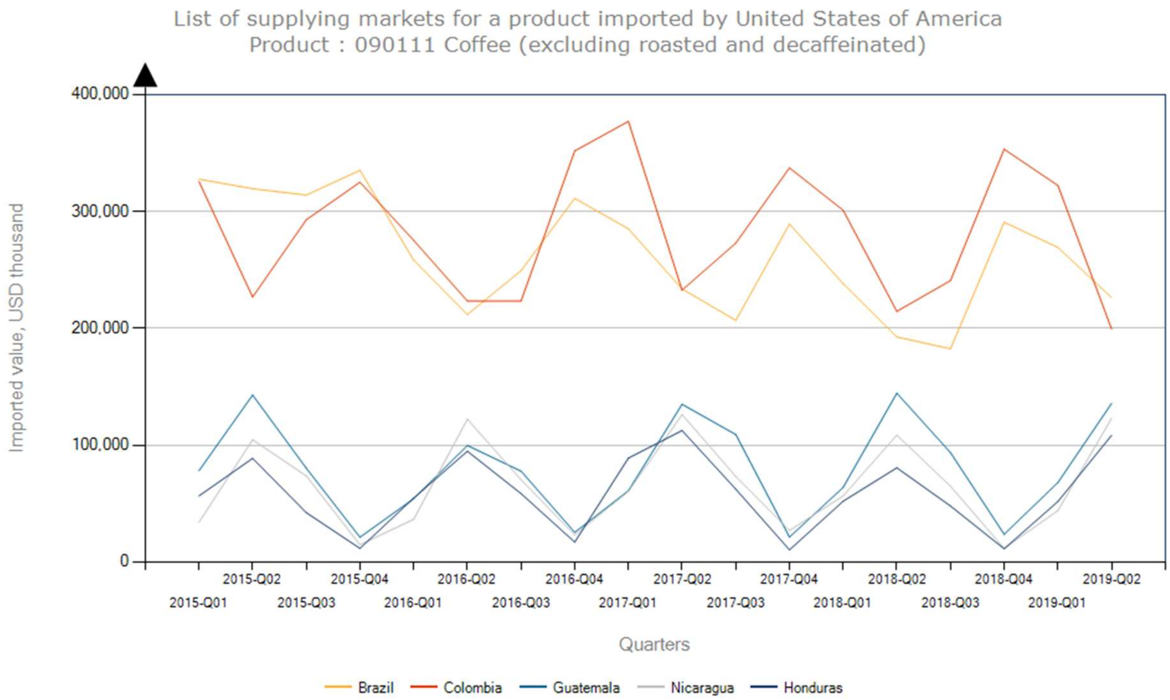
The USA is the leading importer of coffee globally with a market share of 22.5%. The USA market can be considered a market with slow growth and moderate concentration (0.17%). The main competitors for Tanzania in the USA market are Colombia, Brazil and Vietnam.


List of supplying markets for a product imported by United States of America in 2018
Product : 090111 Coffee (excluding roasted and decaffeinated)
Greenland
Norway
Russian Federation
Canada
Ukraine
Kazakhstan
Mongolia
Spain
Italy
Turkey
United States of America
China
Iraq
Pakistan
Algeria
Egypt
India
Mexico
Cuba
Mali
Niger
Chad
Sudan
Nigeria
Ethiopia
Peru
Brazil
Angola
Australia
Chile
Share in
United States of America's imports, %
N.A.
0 - 1 %
1 - 5 %
5 - 10 %
20 - 50 %


List of supplying markets for a product imported by United States of America in 2018
Product : 090111 Coffee (excluding roasted and decaffeinated)
Share in United States of America's imports, %
30
25
20
15
10
5
0
Colombia
Brazil
Viet Nam
Guatemala
Indonesia
Nicaragua
Peru
Honduras
Mexico
Costa Rica
Ethiopia
El Salvador
Papua New Guinea
Kenya
Uganda
Rwanda
Tanzania, United Republic of
China
Burundi
India
Countries

Import seasonality

The USA's coffee imports are stable throughout the year but they shuffle from one group of providers to another depending on the production season in each country.



Tanzania's price positioning

The country's pricing is done using the indicative market from the USA market for Arabica and the United Kingdom's (UK) market for Robusta Coffee. In 2018, Tanzanian coffee was sold at a rate between USD 200 to USD 60 per bag (60kg) in the world market while in USA the price was USD 1.20 per kg.

Sources: https://markets.businessinsider.com/commodities/coffee-price

Average unit value

While the world's average unit value is USD 2,576/MT, the USA's average unit value is slightly higher (USD 3,049/MT). Overall, USA's average unit value is greater than that of other markets, such as the European market. (*Source:* *www.trademap.org*)

Tariff faced and tariff advantage in target market

The USA does not apply any remedial tariffs to Coffee 090111 from Tanzania. (*Source: www.macmap.org*)

Customs tariffs

For product **09011100** – Coffee, not roasted, not decaffeinated
Exported from **Tanzania, United Republic of** to **United States of America**
Tariff year: **2019 (HS Rev.2017)**
Source : **ITC (Market Access Map)**

Tariff regime	Applied Tariff	AVE	Note
MFN duties (Applied)	0%	0%	

Trade remedies

For product **09011100** – Coffee, not roasted, not decaffeinated
Exported from **Tanzania, United Republic of** to **United States of America**
Source : **ITC (Market Access Map)**

United States of America *does not apply any trade remedy on the* ***selected product.***

VI. PANORAMA

- The USA has a population of 329,256,465 (data from July 2018) where the urban population comprises about 82.3% of the total population and the rate of urbanization is 0.95% annual rate of change (2015-20 est.).
- Ethnic groups: white 72.4%, black 12.6%, Asian 4.8%, Amerindian and Alaska native 0.9%, native Hawaiian and other Pacific islander 0.2%, other 6.2%, two or more races 2.9% (2010 est).
- Language used: English only 78.2%, Spanish 13.4%, Chinese 1.1%, other 7.3% (2017 est.).
- Age structure: 0-14 years: 18.62% (male 31,329,121 /female 29,984,705) – children, 15-24 years: 13.12% (male 22,119,340 /female 21,082,599).
- Early working age, 25-54 years: 39.29% (male 64,858,646 /female 64,496,889), prime working age, 55-64 years: 12.94% (male 20,578,432 /female 22,040,267) – mature working age and 65 year above: 16.03% (male 23,489,515 /female 29,276,951) (2018 est.).
- The USA is Constitutional Federal Republic based on the English common law system at the federal level as well as at the state level except for Louisiana, which is based on Napoleonic civil code, judicial review of legislative acts etc.

Economics

USA is an advanced economy with the following economic characteristics

- **GDP (Gross Domestic Product)**: USD 19.49 trillion (2017) for the value of final goods and services produced within a nation each year.
- **Communication:** well advanced communication technology i.e. telephone and internet broadband.
- **Transport Technology** is very high in USA i.e. airports 13,513, (2013), pipelines 1,984,321 km natural gas, 240,711 km petroleum products (2013), Railways Total: 293,564 km (2014), standard gauge: 293,564.2 km 1.435-m gauge (2014). Roadways; total: 6,586,610 km (2012), paved: 4,304,715 km (includes 76,334 km of expressways) (2012), unpaved: 2,281,895 km (2012)

(Source: https://www.cia.gov/library/publications/resources/the-world-factbook/geos/us.html)

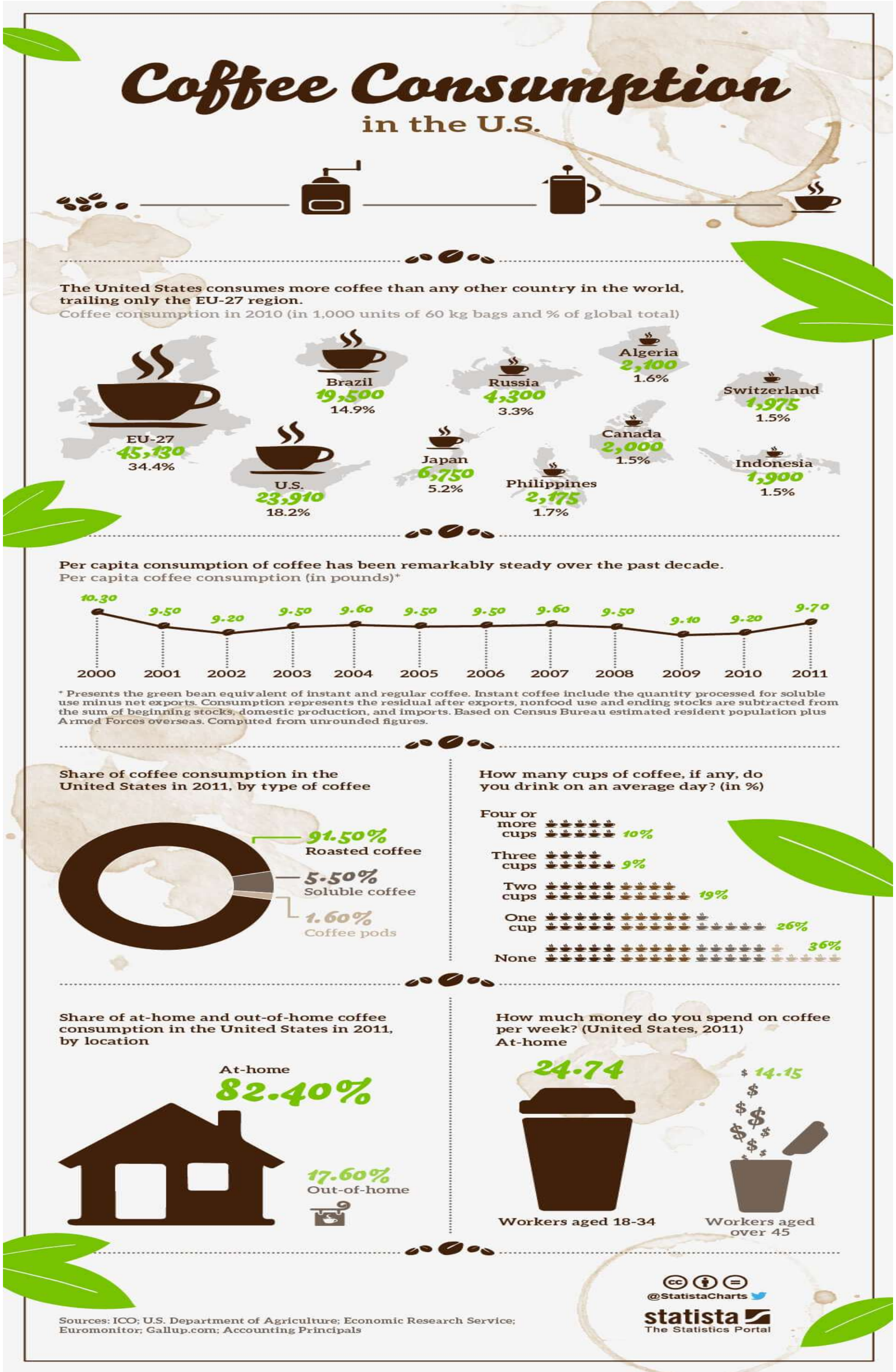
Product

Coffee consumption

The average coffee consumption in the USA is increasing due to the growth in per capita in the country. The average coffee consumption is 3.1 cups of coffee per day (NCA). In terms of income per capita, men drink approximately 1.9 cups per day, whereas women drink an average of 1.4 cups of coffee a day (NCA). So, consumption increases with increase in per capita income compared to other countries in the world. In addition, the USA has a much higher import market share of 22.5% compared to other importing countries *(Source: http://www.coffeeresearch.org/market/usa.htm)* as well as a higher total consumption for instance, according to ICO in 2017/18 coffee consumption in America was as follows: North America 29,941 bags/60kg, while South America 26,964 bags/60kg*. (Source: world Coffee Consumption at www.ico.org)*

Uses of coffee in USA

Coffee in USA is used in drinks, medicine, refreshments etc. The trend of coffee consumption in America is rising partly due to changes in lifestyle e.g. more coffee shops like Starbucks attract more demand for coffee. *(Source : http://infographic.statista.com)*


Coffee Consumption
in the U.S.
The United States consumes more coffee than any other country in the world, trailing only the EU-27 region.
Coffee consumption in 2010 (in 1,000 units of 60 kg bags and % of global total)
EU-27 45,130 34.4%
Brazil 19,500 14.9%
U.S. 23,910 18.2%
Japan 6,750 5.2%
Russia 4,300 3.3%
Philippines 2,175 1.7%
Algeria 2,100 1.6%
Canada 2,000 1.5%
Switzerland 1,975 1.5%
Indonesia 1,900 1.5%
Per capita consumption of coffee has been remarkably steady over the past decade.
Per capita coffee consumption (in pounds)*
10.30 9.50 9.20 9.50 9.60 9.50 9.50 9.60 9.50 9.10 9.20 9.70
2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011
* Presents the green bean equivalent of instant and regular coffee. Instant coffee include the quantity processed for soluble use minus net exports. Consumption represents the residual after exports, nonfood use and ending stocks are subtracted from the sum of beginning stocks, domestic production, and imports. Based on Census Bureau estimated resident population plus Armed Forces overseas. Computed from unrounded figures.
Share of coffee consumption in the United States in 2011, by type of coffee
91.50% Roasted coffee
5.50% Soluble coffee
1.60% Coffee pods
How many cups of coffee, if any, do you drink on an average day? (in %)
Four or more cups 10%
Three cups 9%
Two cups 19%
One cup 26%
None 36%
Share of at-home and out-of-home coffee consumption in the United States in 2011, by location
At-home 82.40%
17.60% Out-of-home
How much money do you spend on coffee per week? (United States, 2011)
At-home
24.74
$ 14.15
Workers aged 18-34
Workers aged over 45
@StatistaCharts
statista
The Statistics Portal
Sources: ICO; U.S. Department of Agriculture; Economic Research Service; Euromonitor; Gallup.com; Accounting Principals

Permission

Tanzania has no tariff advantages because all competitors face the same tariff which is zero-rated for all exporters into the US market.

Country of Origin	Market share	Tariffs faced	Tariff regime	Tariff advantages
Tanzania	0.5%	0%	Preferential/MFN	No
Your country's main competitors in target market	**Market share**	**Tariffs faced by competitors**	**Tariff regime**	**Tariff advantage for your country (yes or no)**
Brazil	14.2.%	0%	Preferential/MFN	No
Vietnam	10.3%	0%	Preferential/MFN	No
Germany	8.2%	0%	Preferential/MFN	No

Non-regulatory standards applied

These are voluntary standards, which a country may use in order to export coffee to the USA:

i. Carbon Trust Product Footprint Certification,
ii. EU Organic Farming,
iii. Guide on social Responsibility for Chinese Inter Contract,
iv. OECD guidelines for Multinational Enterprises Edition 2011,
v. UN Global Compact,
vi. USDA National organic Program.

(Source: https://sustainabilitymap.org/standards)

Carbon Trust Product Footprint Certification

Carbon Trust Certification is accredited by the United Kingdom Accreditation Service (UKAS) to ISO 14065:2007 to provide greenhouse gas verification against PAS 2050 and the Code of Good Practice. Publicly Available Specification (PAS) 2050 - Specification for the assessment of the life cycle greenhouse gas emissions of goods and services was developed by the British Standards Institution in 2008 (revised in 2011) with the aim of providing a

Last update : Sept. 2018

EU Organic Farming

In 2007 the European Council of Agricultural Ministers agreed on a new Council Regulation (Council Regulation (EC) No. 834/2007) setting out the principles, aims and overarching rules of organic production and defining how organic products were to be labelled. The regulation set a new course for developing organic farming further, with the following sustainable cultivation systems

Last update : Apr-17

Guide on Social Responsibility for Chinese Int Contractors

The Guide on Social Responsibility for Chinese International Contractors is a public voluntary standard made and promulgated by China International Contractors Association (CHINCA) to establish a benchmark of social responsibility for the industry and to encourage enterprises to uphold their global responsibility and operate overseas contracting projects in a more responsible way. CHINCA now has more than 1,300 members , among which over 1,000

Last update : Sept 2018

OECD Guidelines for Multinational Enterprises - Edition 2011

The Organization for Economic Co-operation and Development (OECD) is an organization created and maintained by the governments of (presently) 42 countries, mostly with advanced and emerging economies, located on all continents. Designing and maintaining the OECD Guidelines for multinational enterprises is just one of many activities of the OECD. The Guidelines contain principles and standards for responsible business conduct in areas such as

Other international standards

East African organic products standard (EAOPS)

The EAS 456:2007, East African organic product standard is the second regional organic standard (EAOPS) in the world after the European Union's and the first ever to have been developed in cooperation between the organic movements and the national standards bodies. The standard has been developed by the Regional Standard Technical Working Group a unique regional public-private sector partnership, whose members comprise

Last update : February, 2018

International Labour Organization Labour Standards

The International Labour Organization (ILO) is a specialized agency of the United Nations, which promotes decent and productive work, focusing on freedom, equity, security and dignity. Founded in 1919, the ILO has created labour standards, which are formulated in Conventions and Recommendations. Member States can ratify Conventions, by which they commit to translating the labour standards into national policies, laws and regulations; they report to

Last update : May 2015

Roundtable on Sustainable Biomaterials Global Standard

The Roundtable on Sustainable Biomaterials (RSB) is a global, multi-stakeholder indpendent organisation. Originally established to ensure the sustainability of biofuels, RSB expanded in 2013 to cover biomaterials and now offers a comprehensive system for certifying bio-based feedstock. RSB provides tools and solutions to mitigate business risk, contribute to achieving the UN's SDGs and has a trusted, peer reviewed, global certification standard

Last update : December 2018

Sustainability Assessment of Food and Agriculture systems - SAFA

The FAO Guidelines: Sustainability Assessment of Food and Agriculture systems (SAFA), provide an international reference for sustainable management, monitoring and reporting in food and agriculture at all levels of the supply chain. SAFA is not a sustainability index, nor a sustainability standard, nor a labelling tool. SAFA: defines what sustainable food and agriculture systems are, including environmental integrity, economic resilience, social well-being

Last update : June 2017

Packaging and Labelling regulation

Coffee, like other products imported into the USA must comply with strict labelling regulations before the goods can enter the market. Coffee has labeling requirements related to legal metrology (i.e. products and commodities sold in package form by weight, measure or count) must comply with The Fair Packaging and Labeling Act (FPLA) and Uniform Packaging and Labeling Regulation (UPLR), NIST Handbook 130-Current Edition). In addition, all products imported into the USA must conform to Title 19, United States Code, Chapter 4, Section 1304 and 19 CFR 134, Country of Origin Marking regulations. A Coffee product must follow packaging regulations.

What is the Fair Packaging and Labeling Act (FPLA)?

The FPLA relates to the net quantity of content information on packages, goods, or commodities that are sold on the basis of weight or other measurements (i.e., it does not apply to such products as electronic or industrial equipment that have contents sold by the quantity of their contents and appliances).

Products must be labeled as per the Act with the following considerations:

- Declaration of identity
- Declaration of responsibility (name and address of manufacturer, packer, or distributor)
- Declaration of net quantity, servings, or uses

The Uniform Packaging and Labeling Regulation (UPLR) was first adopted during the 37th National Conference on Weights and Measures in 1952. UPLR contains *Uniform Laws and Regulations in the areas of Legal Metrology and Engine Fuel Quality, NIST Handbook 130,* have been adopted into law in 45 of the 50 U.S. states. The purpose of these regulations is to provide accurate and adequate information pertaining to the identity and quantity of contents of packages so that purchasers can make price and quantity comparisons.

The UPLR requires that consumer packaging bear a label specifying the following:

- The identity of the commodity
- The name and place of business of the manufacturer, packer, or distributor
- The net quantity of contents in terms of weight or mass measure, or numerical count in a uniform location upon the principal display panel.

Note: All 50 states have some type of packaging and labeling regulations in effect and all have separate requirements in their laws that require all packages to bear information regarding identity, responsibility, and quantity. This is to ensure that even if a product is exempt under the UPLR the requirements, the state law can still be applied.

What country of origin markings are required for imported goods?

Title 19, United States Code, Chapter 4, Section 1304 and 19 CFR 134, Country of Origin Marking regulations require that every article of foreign origin (or its container) imported into the USA. be marked in a conspicuous place as legibly, indelibly, and permanently as the nature of the article (or container) will permit, and in such a manner as to indicate to the ultimate purchaser in the USA, the English name of the country of origin of the article at the time of importation.

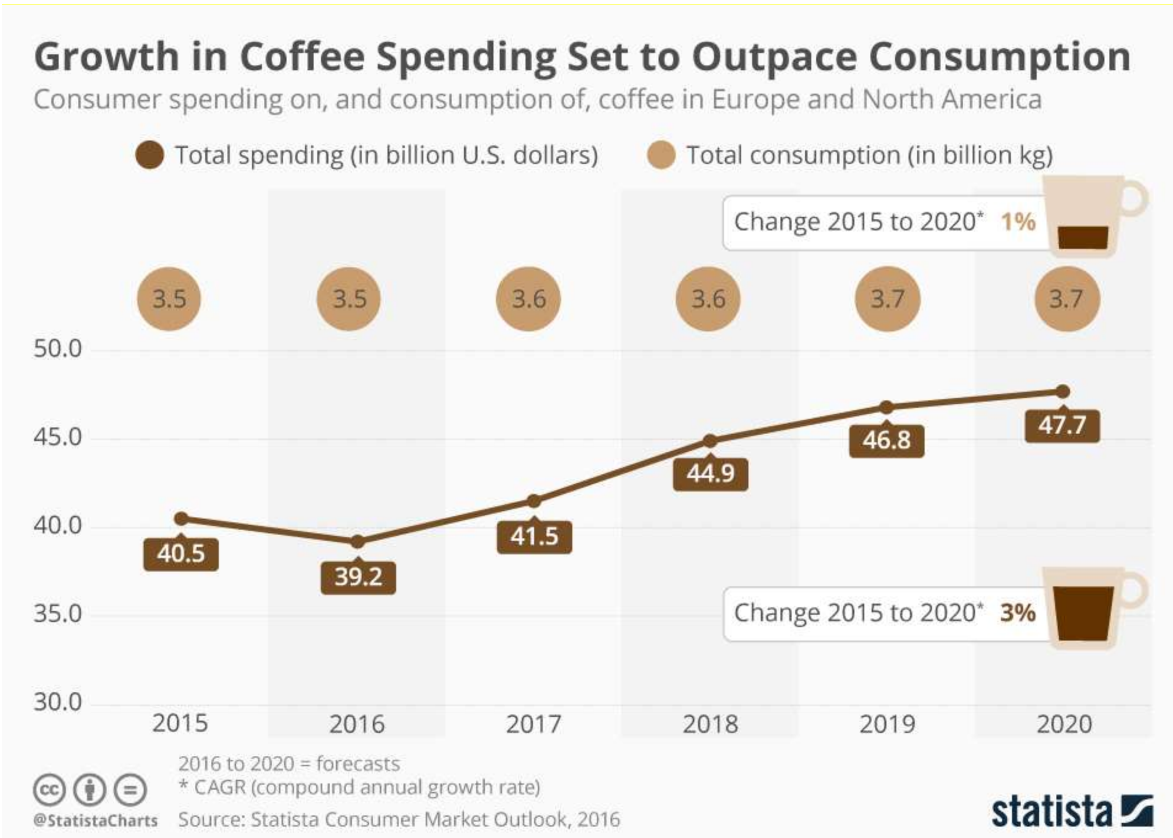
CBP has a number of Informed Compliance Publications (ICPs) in the "What Every Member of the Trade Community Should Know About: ..." series. Where applicable specific marking requirements are included (e.g., Eyewear Frames and Eyewear).

For additional information, the CPSC's Regulations, Mandatory Standards & Bans includes a large list of products within the CPSC's jurisdiction and the applicable regulations and mandatory standards established by them, many which include labeling requirements.

Note: The information contained in this FAQ reflects only a portion of the requirements that may need to be met in order to sell products in the USA. Other requirements may apply.

Prospects

Coffee in USA is a needs-based market segment because coffee is consumed daily and is a big part of Americans eating habits. The **trends** show that coffee consumption especially organic brands will keep increasing because more Americans are becoming conscious of the type of goods they consume. Statistics in the USA show that there has been a rise in the usage of coffee at home for the past decade and it is expected to keep growing.



(Source: https://www.statista.com/chart/8597/growth-in-coffee-spending-set-to-outpace-consumption/)

VII. Recommendations

The recommendations emerged based on the following SWOT analysis:

- **STRENGTH** (*source: Tanzania Coffee Board***)**
- The Tanzanian harvesting season differs from its competitors, meaning they can capture other markets like Japan etc. by taking advantage of the supply calendar.
- Tanzanian coffee is largely organic and more unique both Mild Arabica and Robusta.

- **WEAKNESS**
- Low production capacity which causes an inability to meet the demand.
- Market policy dynamics.

- **OPPORTUNITY**
- The USA has a big population and coffee has social back up from USA people.

- **THREAT**
  - Serious competition from neighbouingr Uganda and other competitors like Brazil and Vietnam who produce at glance.

The USA has the potential of importing 3,414,300 MT (56,905,000 bags), while Tanzania exports an average of 50,000 MT, (800,000 bags) only. This points to an opportunity that Tanzania can capitalize on, the government should consider opening more lands to increase production.

NEXT STEPS

- Sensitizing more small holder farmers to enable them to realize existing opportunities.
- Government participation in promoting production and increasing productivity by offering attractive incentives.

VIII. **Useful sources**

- www.cia.gov
- www.wordlbank.org
- www.export.gov
- www.trademap.org
- www.exportpotentials.org
- www.sustainabilitymap.org
- www.fao.org
- Tanzania Coffee Board: http://coffeeboard.or.tz/tzcoffee_%20profile.php
- International Coffee Organization: http://www.ico.org/prices/po-production.pdf
- USA High Commission in Tanzania
- Statista.outlook.com; www.statista.com
- https://www.usda.gov/