



Introductory Guide to Our National Coffee Brand

WORLD OF COFFEE BRUSSELS 2026 PORTRAIT COUNTRY





FROM SOIL TO SOUL

In Uganda, coffee is a deep-rooted living bond between land and people.



What the land gives and what people bring are impossible to separate. And that is precisely what makes Uganda's coffee unique. Africa's leading coffee exporter and the birthplace of wild Robusta – from the volcanic slopes of Mount Elgon to the forests of the Albertine Rift, Uganda's ten documented flavour profiles – each mapped, cup-profiled, and peer-reviewed – produce coffees as diverse as the landscapes they come from. Over 1.7 million smallholder families have nurtured this crop for generations. This is the origin that has earned its place at the world's finest coffee tables.



#1

COFFEE EXPORTER
IN AFRICA



8.4M

BAGS EXPORTED – RECORD
FY 2025



\$2.4B

EXPORT VALUE
FY 2025



10

DOCUMENTED
FLAVOUR PROFILES



1.7M

SMALLHOLDER
FARMERS

Why Coffee Is In Our Nature

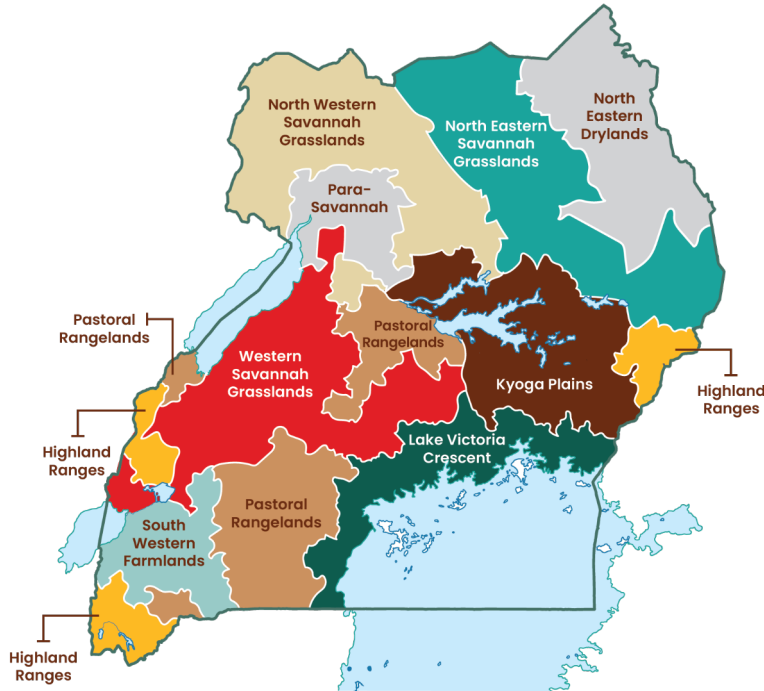
**VOLCANIC SOIL. QUALITY FROM THE GROUND UP.
GENERATIONS OF CARE.**

Uganda's coffee is shaped by geography of remarkable variety. Arabica thrives at altitude on the volcanic slopes of Mount Elgon, the Rwenzori Mountains ("Mountains of the Moon"), and the hills of West Nile. Robusta — native to Uganda's equatorial forests — grows in the Lake Victoria Crescent, the Kyoga Plains, and across the western savannah grasslands. Each zone is distinct. Behind every cup there's a story to be told.



ELEVEN TERROIRS. TEN FLAVOUR PROFILES. ONE ORIGIN.

79% ROBUSTA · 21% ARABICA



Eleven agro-ecological zones have been mapped and cup-profiled — ten confirmed as statistically validated, terroir-based flavour profiles giving buyers and roasters a validated map of Uganda's flavour diversity. A seven-year long sensory study confirms that these ten zones produce cups distinct enough to tell apart by taste alone, proven by peer-reviewed science*

Zone 1 – Highland Ranges

ARABICA

Zone 2 – Kyoga Plains

FINE ROBUSTA

Zone 3 – Lake Victoria Crescent

FINE ROBUSTA

Zone 4 – North Eastern Savannah Grasslands

FINE ROBUSTA*

Zone 5 – North Western Savannah Grasslands

ARABICA

Zone 6 – North Western Savannah Grasslands

FINE ROBUSTA

Zone 7 – Pastoral Rangelands

FINE ROBUSTA

Zone 8 – South Western Farmlands

ARABICA

Zone 9 – South Western Farmlands

FINE ROBUSTA

Zone 10 – Western Savannah Grasslands

ARABICA

Zone 11 – Western Savannah Grasslands

FINE ROBUSTA

** 1,000+ samples scored against SCA + Fine Robusta protocols – UCDA sensory evidence base: 2014–2020.*

** Zone 4 (North Eastern Savannah Grasslands) was **not included** in the 2025 peer research study (Sseremba et al., Journal of Sensory Studies) because coffee production in this zone is recent — large-scale planting interventions only began after 2011 — and the zone does not yet produce a statistically validated distinct cup profile. Scientific validation of zone distinctness is from Sseremba et al. (2025).*



THE PEOPLE

Guardians of Uganda's Coffee

In Uganda, coffee is a deep-rooted living bond between land and people.

Every bean reflects a culture of care, customs and consistency. Uganda delivers reliable quality rooted in lived experience, not promise. Over 1.7 million smallholder families — 77% of them under 30 — are the heartbeat of Uganda's coffee. They are winning international gold medals at AVPA Paris, leading cooperatives that export directly to Germany, Japan and beyond, and proving that quality, sustainability and pride of origin are inseparable. Uganda's coffee is not just grown here. It is of here.

WOMEN & YOUTH IN COFFEE

A Sector Shaped by Women

Uganda's coffee economy is being built by women and young people. Women make up 56% of the agricultural workforce and lead at every level of the coffee value chain — from agronomy and harvesting to processing, quality assurance, and exporter management. Multiple Ugandan exporters are majority women-led or women-staffed. And with 77% of Uganda's population under 30, this is one of the most dynamic, youthful producer workforces in the world — part of Africa's fastest-growing creative and productive economy.

56%

OF UGANDA'S AGRICULTURAL WORKFORCE ARE WOMEN

Multi-level

WOMEN LEAD AGRONOMY, PROCESSING, QUALITY ASSURANCE
& EXPORT MANAGEMENT



77%

OF UGANDA'S POPULATION IS UNDER 30

Growing

MULTIPLE EXPORTERS ARE MAJORITY WOMEN-LED OR
WOMEN-STAFFED

Production of Coffee in Uganda

Uganda has become Africa's model for quality-led coffee growth. In FY 2025, the country exported a record 8.4 million 60-kg bags — earning USD 2.4 billion and surpassing Ethiopia to become the continent's leading exporter. Coffee now accounts for over 22% of Uganda's total national export value.

+47%
VOLUME

+77%
VALUE

YEAR ON YEAR
UCDA FY2025 VS FY2024

Uganda's commitment to sustainability means empowering smallholder farmers to make coffee a profitable, traceable, and environmentally responsible business. With a Q Venue-certified laboratory, UGX 35 billion invested in EUDR compliance, and cooperatives now retaining up to 70% of value at origin, Uganda's coffee is not just abundant — it is investable.

ugandacoffee.go.ug



**It's in
our
Nature**

EU–EAC Market Access Upgrade Programme Phase II

MARKUP II · IMPLEMENTED BY ITC · FUNDED BY THE EUROPEAN UNION

The EU–EAC Market Access Upgrade Programme Phase II (MARKUP II) is a regional initiative supporting small and medium-sized enterprises across the East African Community to strengthen competitiveness, increase value addition and expand access to regional and international markets. Implemented by the International Trade Centre (ITC) with the support of the European Union, the programme places a strong focus on sustainable and inclusive agricultural value chains, including coffee.

In Uganda, MARKUP II has worked closely with coffee sector stakeholders to support the international positioning and promotion of Ugandan coffee, helping to highlight the country's remarkable diversity of origins, landscapes and flavour profiles. From the volcanic highlands of Mount Elgon to the Rwenzori Mountains, from West Nile to Central Uganda, the country's different coffee-growing regions each express distinct characteristics shaped by altitude, climate, soils, varieties and local production traditions.

Through branding, storytelling, market promotion and participation in international coffee events, MARKUP II contributes to strengthening recognition of Uganda as a producer of high-quality and distinctive coffees with rich sensory diversity and strong origin identity. The programme also supports broader objectives linked to sustainability, value addition, youth and women's participation, and the long-term competitiveness of the coffee sector.

This booklet celebrates the richness and diversity of Uganda's coffee regions and the unique cup profiles they offer to the world. ITC expresses its sincere appreciation to the European Union for its continued support to the MARKUP II programme and to the development of East Africa's coffee sector.

WELCOME, RESPECT AND QUALITY.

FROM SOIL TO SOUL.

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UGANDA COFFEE — NATIONAL COFFEE BRAND

BROUGHT
TO YOU BY



MAAIF

Ministry of Agriculture
Animal Industry and Fisheries

SUPPORTED
BY



Funded by
the European Union



International
Trade
Centre



EU-EAC Market Access Upgrade Programme Phase II