



Paying Zimbabwe's coffee farmers more, funded by Zimbabwean coffee drinkers.

We pay smallholder coffee farmers in Zimbabwe's Eastern Highlands more for their coffee. Zimbabwean coffee drinkers pay for it, not foreign donors. We are a business, not a charity. The premium we pay farmers comes from selling coffee to Zimbabwe's own middle and rising classes. Grants and investment help us start and grow. Sales keep it going.

THE PROBLEM

Smallholder farmers are paid too little.

Farmers are paid too little

Local buyers set the price at the farm gate. Farmers take what is offered, often less than the coffee is worth.

Cash runs out before harvest

Picking costs money. With nothing in hand, many farmers sell early and cheap.

Quality is not rewarded

Better beans get the same price as poor ones, so there is little reason to put in the extra work.

The value leaves the country

Zimbabwe sells raw beans and buys roasted coffee back. The profit is made somewhere else.

OUR MODEL

Three steps.

1

We sign before the season

Each farmer gets a written contract and a cash deposit before picking starts.

2

We pay more for good beans

Coffee that passes our quality checks gets a price above the local buyer rate.

3

Zimbabweans buy the coffee

We sell to Zimbabwe's growing middle class through shops and community grinding points. Those sales pay the premium.

HOW IT WORKS

Contracts, deposits and community grinding points.

Before picking season each farmer signs a written contract and receives a cash deposit. We check every lot for moisture, defects and taste. Coffee that passes is paid above the local buyer rate, and the deposit is taken off the final payment.

In Switzerland, supermarkets like Coop and Migros have coffee grinders in store. We are placing grinders in partner shops in Zimbabwe, so anyone with a moka pot can buy whole beans, grind them on the spot and brew at home. These sales pay for the farmer premium.

PILOT AREAS

Where we work.

Farmers: Mutare and the Eastern Highlands.

Sales: Harare, Norton, Bulawayo and Victoria Falls.

RESULTS

Our numbers.

Farmers reached	Being collected
Kilograms bought	Being collected
Premium paid per kg	Being collected
Our price per kg	Being collected
Local buyer price per kg	Being collected
Total premium paid	Being collected
Deposits paid before harvest	Being collected
Grinding points open	Being collected

WHAT FUNDING PAYS FOR

Grants and investment start it. Sales keep it going.

Farmer deposits

Cash for farmers before picking season. A deposit is an advance on the coffee price, so the same money can go out again next season.

Grinders for shops

One grinder opens a community grinding point in a shop. People buy whole beans, grind them on the spot and brew at home.

Quality checks

Moisture meters, sample roasting and taste tests. They make sure the premium goes to good coffee, and show farmers what to improve.

EVIDENCE

Why a reliable premium matters.

A study of Colombian coffee found that farmers only invest in better quality when they can trust that a quality premium will really be paid. In a buyer-led programme, farmers received around 10% more than the guaranteed price for top grade coffee. The programme raised the total value created along the coffee chain by 8 to 18%, and farmers kept 36 to 62% of those gains. Our written contracts and deposits before the season are there to make that promise believable.

Source: Macchiavello, Miquel-Florensa, de Roux, Verhoogen, Bernasconi and Farrell, "Quality Upgrading in Global Supply Chains: Evidence from Colombian Coffee", IZA Discussion Paper No. 18335, December 2025. <https://www.iza.org/publications/dp/18335>

ORGANISATION

Who we are.

CT Sunrise Investments (Private) Limited, Norton, Zimbabwe. Reg. 117411A0662026. Works with the farmers and sells in Zimbabwe.

Parent company: Zimkaffee Switzerland GmbH, Zürich, Switzerland. Provides card payments, worldwide shipping and export capacity that are hard to get from Zimbabwe today.

Ormega Choruma, Project lead, Zimbabwe

Leads the project on the ground in Zimbabwe. Coffee sourcing operator since 2020. Founded the ZimKaffee Cooperative in 2026. o@zimm.coffee · +263 78 311 7422



Talk to us about funding a season

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