

MOTive MODEL RATIONALE

Market Development Element	Codes	Sample “Assumed” Stakeholders	Importance and Logical Basis
Niche Origin			
		Individual Farmers	To produce coffee.
		Single Estate Farms	To produce coffee.
		Associations	To produce coffee and farmer leadership.
		Cooperatives	To produce coffee and farmer leadership.
		Unions	To produce coffee and farmer leadership.
Niche Traceability Facility			
		Africa Coffee Bureau	Promotion and Niche market traceability.
	COFET-Retreat	Coffee Farm Experience Tour and Retreat	Knowledge sharing and technology transfer on coffee science and innovations; Collaboration research linkages between Africa and HARC/United States.
	HARC	Hawaii Agricultural Research Center	
Niche Sustainability			
	IACO	Inter Africa Coffee Organization	Policy support and governance.
	AfCFTA	African Continental Free Trade Area	Policy support and governance.
	AfDB	African Development Bank	Policy support and governance.
		African Union	Policy support and governance.
		US Department of State	Policy support and governance.
		US Department of Agriculture	Policy support and governance; Commodity certification and standards regulation.
	FDA	Food and Drug Administration	Policy support and governance; Commodity standards regulation.
	EDCs	Economic Development Corporations	Policy support and governance; Investment spur and market development in the United States retail.
		Chambers of Commerce	Policy support and governance; Promotion and Trade.
		Investors and Private Equity Firms	Policy support and governance; Investment and innovation scaling.

		Ports and Logistics	Policy support and governance. Commodity standards and shipment.
		Warehousing	Policy support and governance; Commodity standard warehousing and stocking.
		Coffee Authorities and Boards	Refers to national coffee regulatory bodies in Africa. Policy support and governance; Business engagements and contracts.
		Research Institutes and Centers	Refers to coffee research institutes and centers in Africa and HARC and, other United States research institutions and centers. Policy support and governance; Collaborative research, joint-projects and intellectual capacity development.
		Universities and Innovation Centers	Refers to universities and innovation centers in Africa and the United States. Policy support and governance; Collaborative research, joint-projects and intellectual capacity development.
		Banks and Financial Institutions	Refers to commercial banks in Africa and the United States. Policy support, governance and coffee business financing
		Embassies and Missions	Refers to foreign service, embassies and missions for Africa and the United States. Policy support, governance and, assorted consular services.
		Diaspora	Refers to African Diaspora. And, the need to leverage the diaspora for coffee farming investment in Africa.
		International Development Agencies	Policy support and governance; International development projects and, Public private partnerships.
Niche Markets			
		Batch Roasters	Refers to small and medium sized specialty coffee roasters niche markets, responsive to specific African origin coffees. Hypothesized for their role in premium rewards and incentives for the African coffees.
		Specialty Buyers	Refers to large scale specialty buyers. Hypothesized for their role in premium rewards and incentives for the African coffees. Not so specific to given niche origin supply chain.
		Facilitating Agents	Niche market tracking facilitators. Ultimate goal is for premium rewarding markets for the African coffees.