




Ethiopia

Project Origin has sourced coffee from Ethiopia since 2012 and we never cease to be amazed by the complexity and quality of the beans from this endlessly fascinating country. The country is home to the widest genetic diversity of coffee varieties, as the trees are left to grow wild and naturally mutate to match the landscape around them. As a result, the cherries that are picked end up becoming one great blend of hundreds of varieties, meshing the various colours and patterns together to what ends up creating the well-balanced, rounded, cohesive and complex cup profiles that we have experienced throughout Ethiopia. Therefore, we almost always list Ethiopian coffee varieties as **‘Heirloom’**.

The classification of Ethiopian coffee has always been challenging, as it is structured differently to other coffee producing countries. Additionally, we often find the process of translating the language to result in various spellings of names and locations. Historically, the Ethiopian Commodity Exchange (ECX) has listed areas that are ‘coffee growing areas’ and sold these coffees to the world under the sole title of that area. Thanks to new exporters and increased education across the country, we are now able to classify coffee lots more accurately based on specific washing stations, or on the Woreda, in which it is processed. This provides us with a greater range of locations with which to identify Ethiopian coffee and greater traceability overall.



The geographic structure across Ethiopia can be broken down into five categories, with a sixth category existing from the ECX. The structure of Ethiopian geography is broken down as follows:

Country: Ethiopia

Region: the state, department or province

Zone: a subdivision of the Region

Woreda: county, municipality or district within a Zone

Kebele: village or community within a Woreda

Area: coffee growing area as defined by the ECX

The coffee growing areas defined by the ECX - Yirgacheffe, Sidamo, Guji, Harrar etc. - will be the names most commonly known and used to identify coffee lots up until 2018. Nowadays coffee lots from these areas can be broken down further, providing information about the Woreda, the Kebele and even the exact washing station.

Here is an example of how to relate this to coffee:

Country: Ethiopia

Region: Southern Nations, Nationality, and People's Region (SNNPR)

Zone: Keffa

Woreda: Ginbo

Kebele: Wush Wush

Area: Keffa

With the understanding of this structure, we can begin to refine our understanding of Ethiopian coffees and pay tribute to the stations responsible for producing the cherries they sell. Project Origin proudly works with our exporting partners, Primrose, to celebrate the work of the producers and farmers at each of these washing stations, and we hope to celebrate their coffees with the correct identification.



Ethiopia - Keffa



Wush Wush

Exporter	Primrose
Area	Homeland Organic Coffee Estate
Region	Keffa
Altitude	1800 m
Harvest	November - February

About Wush Wush

This is our fourth year sourcing the popular Wush Wush coffee, named after a town, located in the Keffa region, in southern Ethiopia. The etymology of Keffa loosely translates through Arabic descent to mean “a drink from berries”, and this seems fitting considering the south-eastern area of Ethiopia is where wild *Coffea Arabica* trees were discovered. This Wush Wush coffee is bought through a direct trade partnership with Homeland Organic Coffee Estate, a farm around 500 hectares in size. By purchasing through direct trade, we have significantly greater traceability and better clarity around the processing of the beans.

The Estate itself comprises a near even split of mature trees and young trees. Most of the coffee, around 90%, uses the washed process, as African drying beds take up too much space to allow for a high volume of natural processing. The reason Wush Wush coffee tastes so unique is due to the washed process also being unique. After de-pulping, the cherries then go through a special de-mucilage machine to remove a slight amount of the mucilage before continuing to fermentation tanks. After wet fermentation is complete the beans are placed on beds under shade to release excess moisture before being moved to raised beds in full sun.

With a total harvest of around 600-700kg per hectare, this volume provides employment for about 600 workers during the harvest period. For all these reasons and more, we are proud to source Wush Wush direct from an estate and hope to continue building direct trade partnerships in Ethiopia.

Keffa Wush Wush G1

Varietal: Heirloom

Process: Washed



Processing Details

- o Cherries are harvested from October – January
- o Coffee is de-pulped and floaters are separated before going into large tanks for fermentation
- o De-pulped beans are covered in water and wet-fermented for 12-24 hours to remove mucilage
- o After fermentation coffee beans are rinsed thoroughly in channels to remove the last bits of mucilage and further separate any floaters
- o After de-pulping, the cherries then go through a special de-mucilage machine to remove a slight amount of the mucilage before continuing to fermentation tanks.
- o After wet fermentation is complete the beans are placed on beds under shade to release excess moisture before being moved to raised beds in full sun
- o Coffee beans are then moved African beds in the sun to dry for 10-15 days until moisture level reaches 10-12%
- o On very hot days when coffee beans are on raised beds, they may be covered in plastic to control the rate of drying
- o Dried beans are then stores in parchment for protection until milling and export preparation
- o Our local partner, Primrose, does further quality control and sorting during milling. As a minimum they do a triple-pass through a colour sorter and a triple-pass through hand-sorting tables to improve overall quality