



WHEN YOU ENJOY A BELCO  FOREST
COFFEE, YOU RECONNECT WITH 
AN ANCESTRAL  COFFEE FARMING
 KNOW-HOW IN A PROTECTED
ENVIRONMENT.





Coffee is a small tree native to Ethiopia that grows in the shade of larger trees, sheltered from the sun's rays which filter down through the forest canopy.

Nestled traditionally in natural environments untouched by human hands, coffee grows in reservoirs of biodiversity and contributes to their wealth.

Belco began forest coffee growing over ten years ago, and in so doing has cared for farmers, forests and coffee, all at the same time.

01

A coffee
100% *made*
in forest



SHADE

→ 40-60% 🌿

TREE SPECIES

PRESENT → 10 OR MORE 🌳



Far from the sun-drenched fields dedicated to intensive farming, Belco is developing a supply chain of coffees *produced in their ancestral home: the forests of Ethiopia.*

Forest Coffees enjoy all the benefits of permaculture, where each living species serves a purpose for its neighbour. It is also a demonstration of our strong commitment to preventing the ravages of monoculture: mass deforestation, soil and biodiversity depletion, coffee and water pollution, etc.

By growing coffee in an endemic forest, we are keeping it alive. By giving it economic value, we are preventing its destruction. Effectively solving the preservation/production equation!

02

A coffee
that keeps
on *giving*



FAIRER
REMUNERATION 

3 CROPS, 3 INCOMES
→ COFFEE, HONEY, SPICES 



Forest Coffees are good for not only those who drink them, but also those who produce them.

We have Belco agronomists in the field who work daily alongside local coffee farmers to bring you a powerful product grown in an environmentally-friendly manner, for which we pay producers according to the quality of their coffee.

The preserved biodiversity produces multiple crops, constituting diverse sources of income: coffee, honey, spices, fruit, wood, etc.

03

A coffee
that loves
shades



ZERO
PESTICIDES 

ZERO
FERTILISER 

MORE PRECISE
TRACEABILITY 



Forest Coffees
grow in the shade,
but are happy
to leave it
once picked.

Forest Coffees have nothing in common with the conventional, industrially prepared coffees bought on stock markets. They are specialty coffees: Organic by nature and sourced directly from the farm.

This guarantees a unique transparency and traceability. We can even track each coffee back to a single plot.

04

*A limited
edition coffee
of unlimited
quality*



HARVEST

→ SELECTIVELY AND BY HAND 

UNIQUE PROFILE

→ 83+ 



***The cherry on top
of the nectar: Forest
Coffees are very
well cared for and
of a rare quality.***

The coffee shrubs grow at their own pace and without pesticides in the shade of the canopy.

Cultivated at high altitudes, the cherries ripen slowly are meticulously selected, and hand-picked.

This slow farming method infuses the coffee with the forest's natural wealth, for a particularly flavoursome product.



**Khalid
Shifa** 

→ ECHEMO
FARM


*It's a wild
wild drink*



**Khalid was born locally.
He inherited his
plantations from his
father, who inherited
them from his. Here,
coffee is a legacy and
cared for.**



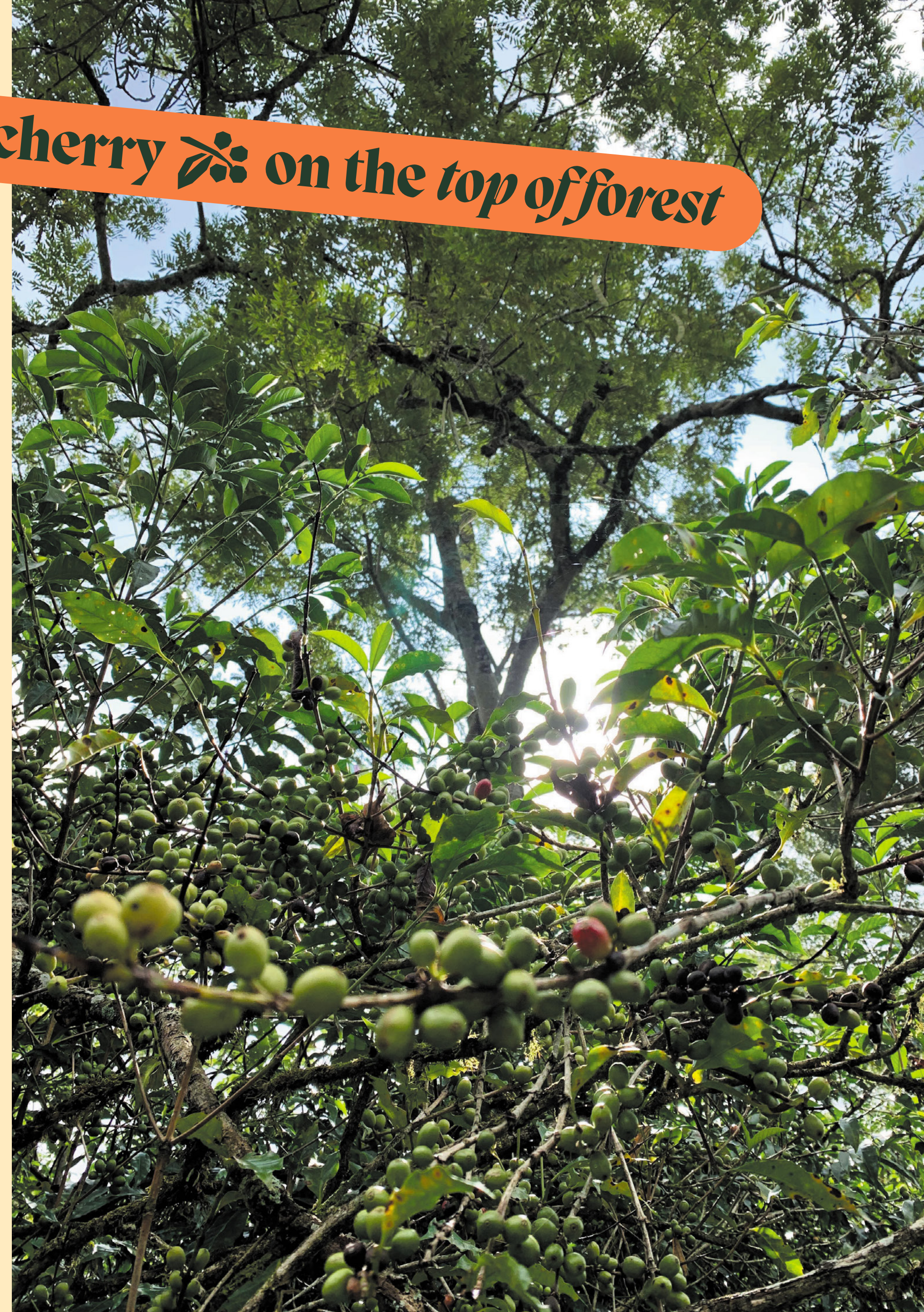


Mustafa 
Mohamed
Ali → BOTTO



For Mustafa Mohamed Ali, coffee growing is a *family tradition*. He is following in the footsteps of his father and seeks *to preserve his agricultural heritage*.

The cherry ☼ on the *top of forest*



Negusse Tadesse

→ TATMARA





Negusse's story is a good illustration of the prominent *place occupied by coffee in Ethiopian culture.*

Coffee production was not his first career choice, but after spending some years abroad, it was a path that opened itself up *naturally to him.*





→ Tatmara Farm sits at the heart of the Kaffa appellation, 15 kilometres from Bonga, in the village of Dakiti. There are 77 hectares of coffee trees, growing throughout a forest populated with over 30 varieties of shade trees.

Some, such as the qararo, are endangered in Ethiopia, and this agroforestry model is serving to protect them. The large numbers of monkeys, insects and birds (some have even seen leopards) are signs of its rich and healthy wildlife.

The biodiversity has allowed Negusse to pursue several lines of business, for example by harvesting spices such as malagueta. The different tree species mean staggered flowering, so he can also collect three types of honey each with its own unique characteristics. Coffees produced from the 74110, 74112 and Wush Wush varieties offer a broad range of complex aromas. ♦





→ For his first plantations, Khalid's grandfather sought wild coffee plants in the Choché forest, situated just a few kilometres away. According to legend, it is the birthplace of Ethiopian coffee. Khalid still grows varieties sourced from Choché at his own farm.

He considers the forest part of his heritage and takes special care of it, looking after his coffee trees as he would his “own children”. The family farm has since expanded and now extends over 35 hectares in the Jimma appellation at an altitude of 2,100 metres. It is situated in a rich environment with a biodiversity that Khalid and his brother, Ahmed, are working to preserve.

They have set up a nursery for new coffee plants and have 31 African beds for coffee drying, six of which are reserved exclusively for the honey process.



→ Since 1980, Mohamed Ali has worked small plots of land at his Botto Farm located in the south of Jimma, in the district of Goma, with the aim of preserving the wild Choché coffee trees.

He is committed to protecting the forests where his coffee grows and is the first to remind us of the benefits of this farming method. He plants his coffee shrubs in the shade on both sides of the track leading to the village, at an altitude of more than 2,000 metres. Mustafa Mohamed Ali produces natural and honey-processed coffees on his 10.5 hectares of Botto land, using water-efficient and environmentally-friendly practices wherever possible.