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A Good African Story: How a Small Company Built a Global Coffee Brand

Andrew Rugasira

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The inspirational story of how an African-owned coffee company became a profitable global brand offers an argument for trade as opposed to aid, and a lesson in how Africa can dictate the terms of its future

Since it was founded in 2003, Good African Coffee has helped thousands of farmers earn a decent living, send their children to school, and escape a spiral of debt and dependence. Africa has received more than $1 trillion in aid over the last 50 years and yet despite these huge inflows, the continent remains mired in poverty, disease, and systemic corruption. Here, Andrew Rugasira argues that trade has achieved what years of aid failed to deliver, and has provided a tantalizing glimpse of what Africa could be. As he recounts the very personal story of his company and the challenges that he has faced and overcome as an African entrepreneur—from the impossibility of finding capital to discrimination at every step to close calls with lions in the foothills of the Rwenzori mountains—Rugasira discusses the barriers that currently prevent fair and equal trade between Africa and the rest of the world. He sets out the arguments for building a sustainable trade framework and reducing dependency on handouts, and he builds up a manifesto for a revolution in the way that Africa is perceived.

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