

Farmers name: Tibebu Roba
Farm name: TibebuRoba Small Scale Coffee Farm
Kebele: Chelchele
Woreda: Gedeb
Zone: Gedeo
Altitude of farm: 2050 – 2150 m.a.s.l.

Varieties: Mixed heirloom, 74110, and 74112
Harvest period: November 5th – December 26th
Processing: Natural
Drying days: 15 days

About Tibebu Roba

Tibebu Roba is capable of producing brilliant natural Yirgacheffe's. Proof can be found in the fact that he submitted a 91-scoring natural during last year's auction and took home USD 33.500 worth of premiums. Tibebu is an inspiration for Yirgacheffe smallholders and convinced many to compete in The Ethiopian Cup this year.

Tibebu is a charismatic man. As an ex-preacher, he is trained in public speaking and always delivers a convincing story to his listeners. His voice entices and moves an audience. During a Yirgacheffe smallholder meet up last harvest, he talked about dedication and persistence as a coffee farmer, and how this pays off. He is the living example of this mantra.

Coffee cultivation runs through Tibebu's veins. While assisting his father during his childhood, near a farm in Dilla town, he learned the tricks of the trade. While making a home for his own family, Tibebu took an interest in theology and became a fervent Evangelical preacher. He labored throughout the Yirgacheffe zone and was struck by the beauty and fertility of Yirgacheffe, and in particular of the Chelchele Kebele.

He observed that farms flourished in Chelchele. And therefore, Tibebu made plans to purchase a piece of land for himself. His love for coffee farming was rekindled. In 1982, the Roba family found 8 hectares of land in the Chelchele Kebele. While developing his farm, he noticed that his work impacted the local community through the employment of pickers and personnel. Also, his wife opened a small fashion shop for men and women's ware.

Tibebu attributes his success to the rich soil of Chelchele "The abundant minerals found in this red loam soil make my coffee beans taste different. And besides these favorable conditions, we nourish coffee plants with self-made compost." Another element of Tibebu's success, is his wife. While interviewing Tibebu, he insisted that his wife sit next to him. "She is the backbone of this farm".

Besides farming coffee, he is still active as an Evangelical preacher, and financially supports four local orphans in all needs. Lot #19 has, once again, been carefully selected. This is the best of Tibebu, and, it might even be the best of Yirgacheffe this year.