



# Coffee Innovation Fund – Myanmar

Supporting innovative and scalable solutions to increase profitability and market access of small-holder coffee farmers

## Speciality Arabica coffee and eco-tourism

Jadae Akha Coffee Group (JACG) is a social business owned by 21 small and medium-size farmers. They are engaged in coffee farming and processing with a vision of developing speciality products for the benefit of local farming communities.

### Geographical isolation and limited market access

Keng Tung in Eastern Shan State is geographically isolated from the rest of Myanmar. As a result, the transportation costs to urban domestic markets are high. Only a few traditional local traders operate in this area. Exporting to China and Thailand is difficult too, due to the current conflicts along trading routes and high quality and traceability requirements. The coffee farmers in Eastern Shan State often lack the capacity to meet market requirements and develop sustainable value-added products.

### Upgrading speciality Arabica coffee and eco-tour services

This project will increase the income of 21 ethnic minority families of JACG's local farmers in Keng Tung by applying sustainable upland farming practices. It will support the branding of JACG by participating in coffee fairs regionally and internationally to enable the export of their coffee to the United States and European countries. The partnership will improve the business model and market access based on a review of good regional practices. Local farmers will be trained to produce speciality Arabica coffee within a sustainable farming system. Farmer communities will also operate trekking packages for tourists from Thailand and Western countries, in line with current demand trends. This knowledge will be documented and shared with other local ethnic groups for the purpose of conflict prevention and livelihood development.



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## Project overview

Term: 2019-2020  
Region: Keng Tung, Eastern Shan State, Myanmar  
Partner: Jadae Akha Coffee Group (JACG)  
Volume: EUR 44,740 (supported by the Fund)  
EUR 97,614 (total volume)

## Goals

- ❖ Upgrade the JACG business model with online applications for eco-tour booking and coffee trading.
- ❖ Develop a pilot farm and processing unit for demonstration and capacity building.
- ❖ Increase volume and quality of Akha speciality coffee.
- ❖ Establish eco-tour business and operate pilot tour packages.

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