



## Coffee Innovation Fund – Indonesia

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

### Digital traceability to ensure coffee quality

Goodel, a private coffee exporter established in 2016, plans to implement a traceability coffee project in Gayo, Aceh and Sidikalang, North Sumatera.

Koltiva, an integrated agriculture technology company established in 2013, will develop a tailor-made system for the Goodel supply chain that provides end-to-end traceability for the Indonesian coffee sector.

#### Ensuring quality and generating trust

The current challenges for Indonesian coffee in the international market are determining price, generating trust and documenting traceability. It is still common practice for exporters to blend high-quality coffee beans with other beans from different parts of Indonesia. This practice not only compromises the integrity of the supply chain, but also lowers the quality of the exported coffee.

#### CoffeeTrace: digital traceability from the farm to the end user

Building on its experience in developing software for the cocoa sector in Indonesia, Goodel will develop a handy verifiable digital traceability tool for potential international coffee buyers. The objective is to achieve fully digital end-to-end coffee traceability by June 2020. The digital features will benefit everyone involved in the coffee supply chain as the online system will allow buyers to access traceability data.

This will enable potential buyers to obtain better information about the Indonesian coffee market and communicate with their consumers. Digital traceability will be implemented in Gayo, Aceh and Sidikalang in North Sumatera.



### Project overview

Term: 2020  
Region: Jakarta, Indonesia  
Partner: Goodel Skylove Indonesia  
Volume: EUR 41,000 (supported by the Fund)  
EUR 91,000 (total volume)

### Goals

- ❖ Develop the first genuinely traceable coffee from Indonesia for the international market.
- ❖ Attract potential buyers and enable current buyers to scale up purchases from Indonesia with more compelling information about the coffee's origin.

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