



Coffee Innovation Fund – Indonesia

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

Digital traceability platform for a sustainable speciality coffee value chain

The management of PT Citarasa Prima Berjaya (CRP Group, founded in 2013) established Upnormal Coffee Roasters in 2018. Since its establishment, Upnormal Coffee Roasters (Upnormal) has continued to grow as a coffee roastery and chain of coffee shops. Its mission is to create a sustainable coffee value chain by linking consumers with farmers.

Establishing transparency and traceability

Smallholders' farms and cafés in cities typically have un-coordinated coffee supply chains as well as inconsistent product quality and quantity.

A transparent traceability system will serve as a basis for a sustainable coffee value chain and will provide benefits for the farmers in the long term.

One of Upnormal's objectives is to create a good traceability platform where end users can trace their products at any time, assuring quality from harvest to table. The traceability system will also serve as a data platform for efficient taxation.

Tipping the farmer

Working closely with partners and using digital platforms and processes, this incentive scheme uses a "tipping the farmer" approach. This allows Upnormal's customers who are enjoying coffee in its stores to tip the farmers as a small token of appreciation using the traceability platform. As a result, farmers can benefit from higher incomes.



Project overview

Term: 2019-2020
Region: Jakarta, Indonesia
Partner: Upnormal Coffee Roasters
Volume: EUR 34,593 (supported by the Fund)
EUR 74,875 (total volume)

Goals

- ❖ Implement a traceability system for the benefit of customers in order to assure the origin of products and increase farmers' income through a "tipping the farmer" model.
- ❖ Create a trusted and transparent linkage between farmers' cooperatives/groups and other actors such as roasters or coffee shops.

Contact: coffeeinnovation@giz.de



Implemented by:
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

