



Coffee Innovation Fund – Uganda

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

Transparent reporting system for coffee value creation

World Wild Limited is a company with a mission of changing the coffee industry by pioneering a business model that adds value to coffee producing countries.

Value returning to the origin

The coffee industry is known for unfair distribution of value across the supply chain. Smallholder farmers who spend significant efforts in the cultivation only receive a fraction of the retail value of coffee traded internationally. As coffee is traditionally exported as a raw material, the producing countries don't benefit from the value addition further up the supply chain. To address these inequalities, Wild aims to eliminate the middlemen and do the entire value chain at source. To accurately measure the impact of this business model, there is need to build a robust traceability system, allowing to trace each bag of coffee sold back to the farm of origin and through the supply chain, all the way to the end consumer.

Benefits of digital traceability

The company intends to build a robust traceability system based on Odoo, an open source-based ERP solution. The consumers will be able to scan a QR code and find the story of the farmer and key data about a coffee lot. The application offers consumers transparency across the coffee supply chain and shows how value is distributed from origin to cup. Returning value to the origin rewards efforts invested to produce good quality coffee and builds customer confidence in market that is increasingly demanding for traceability along the supply chain.



Project overview

Term: 2020-2021
Region: Uganda
Partner: World Wild Limited
Volume: EUR 25,000 (supported by the fund)
EUR 58,000 (total volumen)

Goals

- ❖ Derive more value at the source for coffee producing countries
- ❖ Minimize inequalities in the retail coffee trade
- ❖ Promote transparency and availability of reliable information across the coffee value chain

Contact: coffeeinnovation@giz.de



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