COFFEE INNOVATION
Buon Ma Thuot Coffee Association
Re-Branding Vietnam Coffee for High Quality
Farmers lack the knowledge and technical skills that would help them assess the quality of coffee they produce and to improve it by appropriate technique and technology. Producers lack leverage to negotiate selling prices and lack a quality-driven reference price. They also lack market access so are very dependent on a few buyers who set the price.

**COMPANY DESCRIPTION**

The Buon Ma Thuot Coffee Association, or BMT Association, is a non-profit organization. It was established in 2010 to represent the producers, processors, traders and consumers of Buon Ma Thuot coffee, which has protected geographical indication status.

**NUMBER OF STAFF**

4 FT / MEMBERS: 170

**COST-BENEFIT ANALYSIS**

**COSTS**

- EQUIPMENT: 10,000 EUR
- HUMAN RESOURCES: 63,000 EUR
- EVENTS/SEMINAR: 12,000 EUR
- MARKETING: 3,000 EUR
- TOTAL: 88,000 EUR

**EFFECTS ON REVENUE**

TO BE DETERMINED

**EFFECTS ON YIELD**

TO BE DETERMINED

**PREPARATION**

**TIMELINE**

1–2 MONTHS

**STAFFING REQUIREMENTS**

- 01 COORDINATOR: FT
- 02 ADMIN. STAFF: FT
- 02 FIELD WORKER: PT
- 01 MARKETING SPECIALIST: PT
- 01 SOFTWARE TECHNICIAN: PT

**MATERIALS AND EQUIPMENT**

- COMPUTER AND RELIABLE INTERNET CONNECTION
- LOCATION AND EQUIPMENT FOR COFFEE COMPETITION
- NETWORK/MEMBERSHIP LIST

**LESSONS LEARNED**

**CHALLENGES**

- Difficult to recruit int'l judges and their travel was delayed
- Coffee tasting procedures altered to comply with COVID safety measures
- International events for marketing cancelled
- Farmers hesitant to produce specialty because of additional effort
- Lack of policies to support development of specialty coffee in VN
- Lack of participation from major roasters and traders in VN coffee industry

**TAKEAWAYS**

- Selecting service providers with direct experience saves time and money for complex projects like coffee auction
- Communicate effectively and frequently with target community and other stakeholders and service providers
- Develop written guidelines / handbook for quality standards
- Connect market access and competition to the global specialty coffee community
- Start planning early for an auction process and have lots of support
RESULTS

As a result of Buon Ma Thuot Coffee Association’s trial,

- **33% increase** from 2019 in entrants in green coffee competition
- **150%** price increase for specialty grade robusta
- **191%** price increase for specialty arabica
- **10,000-12,000** farmers could benefit if the project is scaled up nationwide
- **86.63** top score for arabica at VN amazing cup 2020
- **84.57** top score for robusta at VN amazing cup 2020
IMPLEMENTATION - PART 1

Coffee Processing Training

1. Planning the curriculum, timing, contacting trainers

2. Prepare the training venue, esp. for processing practical steps
   - Water source, pulping machine, drying areas etc. prepared

3. Invite the instructors/trainers

4. Invite the trainees

5. Training and evaluating
IMPLEMENTATION - PART 2

1. PLANNING
2. ISSUE THE COMPETITION REGULATION
3. FUND RAISING
4. INVITE THE JUDGES
5. INVITE THE COMPETITION PARTICIPANTS
6. CONTRACT TO SAMPLE COLLECTORS
7. ORGANISE ELIMINATION ROUND AND FINAL ROUND
8. RESULT ANNOUNCEMENT CEREMONY AND THE WINNER AWARD
9. PUBLIC CUP TASTING
Coffee Cup Quality Competition - Photos

1. Photo provided by BMTCA. Three individuals wearing dark blue aprons taste coffee with cupping spoons from sets of three identical white coffee mugs lined up at the edge of a long table.

2. Mr. Manuel Diaz from Mexico, Lead Judge (left) and Mr. Le Trung Hung (right) tasting coffees using a modified cupping protocol for compliance with COVID-19 safety measures for Vietnam Amazing Cup 2020 competition.

3. Photo provided by GIZ. Individual writing a label, with three small ziploc bags to their left containing 100g of roasted coffee labeled with a series of three letters followed by two numbers.

4. Photo provided by BMTCA. Two individuals stand over two sets of three identical cups of coffee holding coffee cupping spoons and cups to their mouths, evaluating the coffee for sensory characteristics.

5. Photo provided by BMTCA. We congratulate all of the participants and winners in the Vietnam Amazing Cup 2020 competition.

6. Photo provided by BMTCA. Hand dips a coffee cupping spoon into the first of three identical white coffee cups each filled with coffee, sitting near the edge of a table as is typical during coffee tasting exercises.
COFFEE INNOVATION FUND
Developed and funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), and implemented by GIZ.

MISSION
The Fund’s objective is to increase profitability of small-holder coffee farmers, and foster greater, more equitable value distribution in the supply chain through promoting innovative farming systems, transparent and inclusive business models, and access to new markets.