COFFEE INNOVATION
Digital Bookkeeping for Coffee Producers

Control Costs at Origin and Optimize Operations and Traceability
Sustainable supply chains and coffee purchases require a full understanding of the costs of production, and transparency about transactions to set fair prices at every level. The limitations of paper-based records and cost implications of hiring full-time finance and accounting staff mean that most mill and cooperative owners do not have a good picture of their finances year-on-year that allows them to identify how to optimize operations.

Cropster is an international company specializing in hardware and software to help coffee companies optimize their operations. From its beginnings as a roasting curve software, Cropster now has software services that span the supply chain.

Cropster’s mobile app, Cropster Origin, captures and tracks information about coffee from the farm through export and helps producers track and manage costs and transactions as well as connect to buyers through Cropster Hub.

The pandemic caused a drop in demand for specialty, so commercial grade coffee was exported. Conversion from paper to digital records or keeping double records made adoption difficult. Integrating Bluetooth caused delays but ultimately makes system more useful. Some online-only features did not work in remote areas because of connection problems.

The goals of Cropster are to empower and enable partnerships up and down the supply chain through shared expertise and information, increase the profitability of the wet mills receiving software support, and replicate the usage of digital solutions for assessing the quality, traceability and marketing of coffee.

The advantages of Cropster are an increase of $2800-9800 per year per mill. None expected on yield.

The preparations for Cropster Origin include allowing one month for procurement, and no additional staffing requirements in addition to normal mill operations (usually one GM full time and one mill manager, part-time, per mill).

The materials and equipment required are a weighing scale (top photo), Bluetooth LE to RS_232 adapter, available from Cropster (bottom photo), phone or computer.

The lessons learned are:
- Extra detail for only specialty lots
- Best integration of Origin system requires in-house cupping team

The challenges faced are:
- The pandemic caused a drop in demand for specialty, so commercial grade coffee was exported
- Conversion from paper to digital records or keeping double records made adoption difficult
- Integrating Bluetooth caused delays but ultimately makes system more useful
- Some online-only features did not work in remote areas because of connection problems

The takeaways from the experiences are:
- Extra detail for only specialty lots
- Best integration of Origin system requires in-house cupping team
RESULTS

As a result of Cropster’s trial with Zebad and Kata Muduga,

- **7,000 FARMERS IMPACTED THROUGH 12 WET MILLS**
- **ONE PARTNER SECURED A LARGE CONTRACT WITH A DUBAI-BASED IMPORTING COMPANY**
- **PARTNERS WERE ABLE TO GATHER 5 TO 12 (RESPECTIVELY) NEW SALES LEADS FROM CROPSTER HUB**
IMPLEMENTATION

1. REGISTER FOR CROPSTER ORIGIN ON CROPSTER'S WEBSITE:
   HTTP://WWW.CROPSTER.COM/PRODUCTS/ORIGIN/

2. RECEIVE AN INVITATION EMAIL FROM CROPSTER AND CLICK THE LINK. CREATE A LOGIN TO ACCESS YOUR ACCOUNT.

3. FOLLOW THE ONBOARDING STEPS TO CUSTOMIZE SETTINGS FOR YOUR ORGANIZATION
4. Navigate to [origin.cropster.com](http://origin.cropster.com) on your mobile device to access the Origin app, use the same credentials to login.

5. Input volumes of coffee received at the mill from each supplier. Additional instructions provided by Cropster and available [here](#).

6. General managers of the producer organization can view all synchronized data at [c-sar.cropster.com](http://c-sar.cropster.com).

7. General managers may post lots offered by their producer organization at [hub.cropster.com](http://hub.cropster.com).
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.