COFFEE INNOVATION
Jadae Akha Coffee Group Business and Tourism Development
Supporting Ethnic Minority People thru Specialty Coffee and Eco-tourism
Low production volumes and productivity, coupled with low sales prices, limited income streams, lack of labor and equipment have left in question the ability of coffee growing minority communities to support themselves sustainably.

**COMPANY DESCRIPTION**

Jadae Akha Coffee Group is a social business owned by 21 small and medium farmers in Myanmar. They are engaged in coffee farming and processing with a vision of developing specialty products for the benefit of local farming communities.

**STAFFING REQUIREMENTS**

- 5 FULL-TIME
- 15 EXPERTS

**MATERIALS & EQUIPMENT**

- PULPING MACHINE
- WAREHOUSE
- ESPRESSO MACHINE
- SIGNBOARDS AND MAP
- VENUE FOR TRAININGS AND WORKSHOPS
- GENERATOR
- PROJECTOR

**PREPARATION**

**TIMELINE**

2 YEARS

**EFFECTS ON REVENUE**

- HIGHER CHERRY PURCHASE
- EFFECTS ON YIELD
  - 67% INCREASE

**LESSONS LEARNED**

**CHALLENGES**

COVID caused significant delays in project activities and product launch. Tour package cannot be promoted yet because of travel restrictions.

**TAKEAWAYS**

The community was eager to learn about improving processing and post harvest processing improvements, marketing and branding strategy. We feel confident that our new skills will help us take advantage of access to the international market.

**COST-BENEFIT ANALYSIS**

**COSTS**

- EXPERTS (AND TRANSLATORS): 27,000 EUR
- EQUIPMENT AND MATERIALS: 8,000 EUR
- OTHER: 5,000 EUR
- TOTAL: 40,000 EUR

**EFFECTS ON REVENUE**

- HIGHER CHERRY PURCHASE
- EFFECTS ON YIELD
  - 67% INCREASE

**INNOVATION**

**TRANSPARENT AND INCLUSIVE BUSINESS MODELS**

Training on specialty coffee processing, updated business strategy, branding and marketing materials, and introduction of community-based ecotourism have supported an increase coffee quality and coffee income, as well as creating other revenue opportunities for the village members.

**OVERVIEW: JADAE AKHA SPECIALTY COFFEE AND ECO-TOURISM**

Training on specialty coffee processing, updated business strategy, branding and marketing materials, and introduction of community-based ecotourism have supported an increase coffee quality and coffee income, as well as creating other revenue opportunities for the village members.
RESULTS

As a result of Jadae Akha Coffee Group’s trial,

- 21 farmers and 150 impacted
- 150 kilograms sold
- 67% increased quantity from 3 tons to 5 tons
- Coffee manuals in Akha language
- Ecotourism launch in 2021
JADAE AKHA SPECIALTY COFFEE AND ECO-TOURISM

IMPLEMENTATION

1. BUSINESS STRATEGY AND PLANNING

2. SITE SELECTION

3. DEVELOP BRANDING AND MARKETING MATERIALS

4. COMMUNITY PRESENTATION

5. COFFEE TRAINING

6. CONSTRUCT COFFEE SHOP AND LANDSCAPING FOR TOURISM
JADAE AKHA SPECIALTY COFFEE AND ECO-TOURISM

ANNEX 1

Jadae Coffee Tourism Trekking Map

[Map of Jadae Coffee Tourism Trekking Map with various marked points and paths]
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.