COFFEE INNOVATION
Origin-Centered Coffee Traceability
Increased Transparency Supports High-Value Specialty Coffee Supply
Sustainability is not possible without traceability. Many in the Indonesian coffee sector prefer to keep supply chains opaque to improve their financial flexibility and profitability at the expense of farmer incomes and visibility. Farmers lack access and resources to preserve their coffee’s quality and find high value buyers.

Company Description

Goodel is a private coffee exporter established in 2016, working with high quality coffees from producers all over Indonesia.

Number of Staff

4 Employees

Cost-Benefit Analysis

Costs

- CoffeeTrace Platform: $1200/COUNTRY/YR
- FarmXension/FarmGate/FarmRetail: $120/USER/YR each
- FarmCloud (Farmer Access to Data/Notifications): $1/USER/YR
- One Time Fee for Registration and Tailoring to User Requirements, Training: Based on Requirements

Effects on Revenue

TBD

Effects on Yield

None Expected

Preparation

Timeline

One month for up to 1000.

Materials & Equipment

- Smart phones
- Existing supply chain relationships

Staffing Requirements

Provided by Koltiva

Lessons Learned

Challenges

Disruption of the CoffeeTrace development process by COVID19. Travel restrictions/caution slowed registration of farmers. Traceability's market value is unproven, so we do not know what effect this will have on demand and pricing until end consumers insist on traceable coffee.

Takeaways

Strong buy-in from supply chain partners and addressing their concerns early in the process ensured that the product was developed with producer needs in mind, protects their data and privacy, and is adopted successfully.
RESULTS

As a result of Goodel’s trial with Koltiva,

- **508** farmers registered
- **143.5** hectares of land surveyed and entered into the Koltiva system
- **402** farms registered
- **63** collectors and processors registered
IMPLEMENTATION

1. IDENTIFY SUPPLIER
   Identify third-party supplier of digital traceability software – in this case Koltiva, but there are other options.

2. MEET STAKEHOLDERS
   Meet with all stakeholders to discuss the system, address any concerns, and detail each stakeholder's supply chain.

3. REGISTER FARMERS
   Register farmers into the traceability system.

4. TRAIN HOW-TO USE SOFTWARE
   Train supply chain actors (collectors, processors, etc.) to use software.

PHOTO CREDITS
1. Photo by Jen Green from Goodel / Koltiva socialization meeting in Gayo, Feb 2020
2. Photo by Jen Green. Mirza showing how to register farmers into the CoffeeTrace system during farm visit. Feb 2020
4. Photo provided by Goodel / Koltiva. Mirza showing how to enter transactions to collectors and processors.
PREPARE FOR EXPORT
Contract and prepare coffee for export, entering each transaction into the app.

MONITOR PROGRESS
Monitor purchases and processing of coffee and its progression along the supply chain.

PHOTO CREDITS
5. Photo provided by Goodel / Koltiva. Green coffee ready for export packed in plastic lined jute bags and labeled.
6. Screenshot of Koltiva traceability functionality featuring Goodel’s supply chain.
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.