



Coffee Innovation Fund – Vietnam

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

Better Market Access for Highland Speciality Coffee

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.

Investments in quality are high risk

Dak Lak province is a pioneer in Vietnamese coffee production. However, although the commodity coffee supply chain has long been the focus of attention, there is no well-established market for high-quality and speciality coffees. This is also because the large majority of production is in Robusta. Investing in quality is unattractive and few farmers do so because identifying buyers willing to pay corresponding premiums requires time and effort. In addition, farmers who have long been conditioned to focus on high yields lack awareness and knowledge about the effects of processing on quality. Despite the large market growth rates for speciality coffee abroad and in Vietnam, the province is currently not able to capitalise on the trend.

Increased quality production and better market access

The project proposed by the BMT Association comprises two mutually reinforcing components. Farmers interested in becoming Speciality Arabica or Fine Robusta farmers are trained in new and innovative processing technologies as well as cupping skills in order to foster their orientation towards quality. The farmers will later be invited to a cupping competition in Buon Ma Thuot with international judges and will have access to a pilot online marketplace for Central Highland Speciality Coffee, which will be established with project support. This will create incentives for premium coffee production by providing better market access and, consequently, contribute to higher value generation and profitability.



Project overview

Term: 2019-2020
Region: Dak Lak, Vietnam
Partner: Buon Ma Thuot Coffee Association
Volume: EUR 50,000 (supported by the Fund)
EUR 100,000 (total volume)

Goals

- ❖ Train farmers and coffee producers in coffee processing methods and basic cupping skills.
- ❖ Establish a speciality coffee competition in BMT with quality assessments by CQI-certified Q-graders.
- ❖ Create a pilot online marketplace for speciality coffee.
- ❖ Increase the volume of Specialty Arabica and Fine Robusta produced and sold in the province.

Contact: coffeeinnovation@giz.de



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