



# Coffee Innovation Fund – Indonesia

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

## Digital traceability platform for a sustainable specialty coffee value chain

Bangun Usaha Multiguna (BUMI) trading company was established in 2016 with the spirit of working with farmers to produce the best agro commodities. BUMI has experience producing fermented coffee beans, non-fermented cacao beans, fruits and vegetables for international industry based on international certification. Recently, BUMI has cooperated with farmers in Lampung, Flores, Bali, West Java, East Java which is one of the best coffee & cocoa production area in Indonesia. The vision of BUMI is to become a farmer-based plantation company that ensures the sustainability of livelihood.

### Establishing transparency and traceability

Smallholders' farms and cafés in cities typically have uncoordinated coffee supply chains as well as inconsistent product quality and quantity.

One of BUMI's objectives is to create a good traceability platform where end users can trace their products at any time, assuring quality from harvest to table. A transparent traceability system will serve as a basis for a sustainable coffee value chain and will provide benefits for the farmers in the long term.

### Tipping the farmer

Working closely with partners and using digital platforms and processes, this incentive scheme uses a "tipping the farmer" approach. This allows BUMI's customers who are enjoying coffee in its stores to tip the farmers as a small token of appreciation using the traceability platform. As a result, farmers can benefit from higher incomes.



## Project overview

Term: 2019-2020  
Region: Jakarta, Indonesia  
Partner: PT Bangun Multi Usaha (BUMI)  
Volume: EUR 34,593 (supported by the Fund)  
EUR 62,000 (total volume)

## Goals

- ❖ Implement a traceability system for the benefit of customers in order to assure the origin of products and increase farmers' income through a "tipping the farmer" model.
- ❖ Create a trusted and transparent linkage between farmers' cooperatives/groups and other actors such as roasters or coffee shops.

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