



# Coffee Innovation Fund – Indonesia

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

## Connecting coffee growers and drinkers to make coffee more sustainable

Onda Origins, established in 2016, is a coffee sourcing and roasting company. Onda Origins shares revenue from every purchase with the grower. This is part of Onda's mission to connect coffee growers and drinkers in order to support farming communities and the environment.

### Low prices and limited transparency

It is the farmers who are responsible for the quality and sustainability of coffee, but the price they are paid for it is low and unsustainable. The price paid to the farmers for coffee is the same as it was in the 1980s, while the average price of a cup of coffee in the US has increased by 500%. Meanwhile, consumers increasingly want to know the impact of their purchase, but the supply chain lacks transparency.

### A new system of blockchain traceability

To address these challenges, Onda Origins will implement a completely new system of blockchain traceability based on the equal participation of everyone involved in the supply chain, starting with the grower. This will enable better price negotiation and better purchasing, making coffee more sustainable.

Onda will connect coffee farmers and drinkers through a technical traceability platform, a financial revenue share and grower-led storytelling. Onda Origins will work with Yave, their sister company, to trace coffee from bean to cup using blockchain to provide unprecedented transparency. Coffee quality and value data are recorded and verified by stakeholders.



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## Project overview

Term: 2020  
Region: Indonesia  
Partner: Onda Origins, Goodel Skylove Indonesia, Yave  
Volume: EUR 42,000 (supported by the Fund)  
EUR 86,000 (total volume)

## Goals

- ❖ Demonstrate that end consumers are willing to pay a premium for traceable coffee and assure that additional contributions will be paid to the producer and others in the supply chain.
- ❖ Create a more sustainable farm business model by increasing the farmers' income.

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