



COFFEE INNOVATION

Buon Ma Thuot Coffee Association

Re-Branding Vietnam Coffee for High Quality



CHALLENGE

Farmers lack the knowledge and technical skills that would help them assess the quality of coffee they produce and to improve it by appropriate technique and technology. Producers lack leverage to negotiate selling prices and lack a quality-driven reference price. They also lack market access so are very dependent on a few buyers who set the price.

INNOVATION

ACCESS TO MARKETS

BMTC will support the existing specialty coffee supply chain to improve producers' knowledge and skill in coffee processing and quality assessment and increase accessibility to new markets. Quality transparency is conducted through quality competitions organized according to international practices. BMTC will develop an online marketplace to connect specialty coffee farmers to buyers.



COMPANY DESCRIPTION

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.

NUMBER OF STAFF

4 FT / MEMBERS: 170



COST-BENEFIT ANALYSIS

COSTS

EQUIPMENT: 10.000 EUR
HUMAN RESOURCES: 63.000 EUR
EVENTS/SEMINAR: 12.000 EUR
MARKETING: 3.000 EUR
TOTAL: 88,000 EUR

EFFECTS ON REVENUE

TO BE DETERMINED

EFFECTS ON YIELD

TO BE DETERMINED



PREPARATION

TIMELINE

1-2 MONTHS

MATERIALS AND EQUIPMENT

- COMPUTER AND RELIABLE INTERNET CONNECTION
- LOCATION AND EQUIPMENT FOR COFFEE COMPETITION
- NETWORK/MEMBERSHIP LIST

STAFFING REQUIREMENTS



01 COORDINATOR: FT
02 ADMIN. STAFF: FT
02 FIELD WORKER: PT
01 MARKETING SPECIALIST: PT
01 SOFTWARE TECHNICIAN: PT



LESSONS LEARNED

CHALLENGES

- Difficult to recruit int'l judges and their travel was delayed
- Coffee tasting procedures altered to comply with COVID safety measures
- International events for marketing cancelled
- Farmers hesitant to produce specialty because of additional effort
- Lack of policies to support development of specialty coffee in VN
- Lack of participation from major roasters and traders in VN coffee industry

TAKEAWAYS

- Selecting service providers with direct experience saves time and money for complex projects like coffee auction
- Communicate effectively and frequently with target community and other stakeholders and service providers
- Develop written guidelines / handbook for quality standards
- Connect market access and competition to the global specialty coffee community
- Start planning early for an auction process and have lots of support

RESULTS

As a result of Buon Ma Thuot Coffee Association's trial,



Photo provided by GIZ

33% increase
FROM 2019 IN ENTRANTS IN
GREEN COFFEE COMPETITION

150%
PRICE INCREASE FOR
SPECIALTY GRADE ROBUSTA

86.63
TOP SCORE FOR ARABICA AT VN
AMAZING CUP 2020

191%
PRICE INCREASE FOR SPECIALTY
ARABICA

10,000-12,000
FARMERS COULD BENEFIT IF THE
PROJECT IS SCALED UP NATIONWIDE

84.57
TOP SCORE FOR ROBUSTA AT VN
AMAZING CUP 2020

IMPLEMENTATION - PART 1

Coffee Processing Training



1

PLANNING THE CURRICULUM, TIMING, CONTACTING TRAINERS

2

PREPARE THE TRAINING VENUE, ESP. FOR PROCESSING PRACTICAL STEPS

water source, pulping machine, drying areas etc. prepared

3

INVITE THE INSTRUCTORS/TRAINERS

4

INVITE THE TRAINEES

5

TRAINING AND EVALUATING



IMPLEMENTATION - PART 2

- 1 PLANNING
 - 2 ISSUE THE COMPETITION REGULATION
 - 3 FUND RAISING
 - 4 INVITE THE JUDGES
 - 5 INVITE THE COMPETITION PARTICIPANTS
 - 6 CONTRACT TO SAMPLE COLLECTORS
 - 7 ORGANISE ELIMINATION ROUND AND FINAL ROUND
 - 8 RESULT ANNOUNCEMENT CEREMONY AND THE WINNER AWARD
 - 9 PUBLIC CUP TASTING
-

IMPLEMENTATION - PART 3

Coffee Cup Quality Competition - Photos



1. Photo provided by BMTC. Three individuals wearing dark blue aprons taste coffee with cupping spoons from sets of three identical white coffee mugs lined up at the edge of a long table.
2. Mr. Manuel Diaz from Mexico, Lead Judge (left) and Mr. Le Trung Hung (right) tasting coffees using a modified cupping protocol for compliance with COVID-19 safety measures for Vietnam Amazing Cup 2020 competition
3. Photo provided by GIZ. Individual writing a label, with three small ziploc bags to their left containing 100g of roasted coffee labeled with a series of three letters followed by two numbers.
4. Photo provided by BMTC. Two individuals stand over two sets of three identical cups of coffee holding coffee cupping spoons and cups to their mouths, evaluating the coffee for sensory characteristics.
5. Photo provided by BMTC. We congratulate all of the participants and winners in the Vietnam Amazing Cup 2020 competition
6. Photo provided by BMTC. Hand dips a coffee cupping spoon into the first of three identical white coffee cups each filled with coffee, sitting near the edge of a table as is typical during coffee tasting exercises.

For further information:

Buon Ma Thuot Coffee Association

Trihn Duc Minh

hncaphebmt@yahoo.com.vn

www.bmtca.vn



Published by:

Deutsche Gesellschaft für

Internationale Zusammenarbeit (GIZ) GmbH

Registered offices

Bonn and Eschborn

Dag-Hammarskjöld-Weg 1-5

65760 Eschborn

T +49 61 96 79-0

F +49 61 96 79-11 15

E info@giz.de

I www.giz.de

E info@giz.de

I www.giz.de

Editors:

Buon Ma Thuot Coffee Association and Jen Green, Jakarta

Design:

Vanna Sann, Phnom Penh

Photo credit/sources:

Buon Ma Thuot Coffee Association

GIZ

GIZ is responsible for the content of this publication.

Jakarta, Indonesia, 2020



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.
