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In cooperation with

**Wild**



Roasted at source for maximum impact.  
Wild aims to provide customers on  
the international market with  
fully traceable and transparent coffee.  
© World Wild Ltd.

## COFFEE INNOVATION

Transparent Reporting System for Effects of  
Coffee Value Creation at Origin

## CHALLENGE

Uganda prices to coffee farmers are often reduced by a number of middlemen and cooperatives that occupy traditional roles in collecting and marketing coffee. However, buyers today that want smaller, high quality lots, rather than large aggregated shipments, are not well-served in this system, and farmers producing the highest quality coffee are missing an opportunity to provide extra value to these high quality buyers.

## INNOVATION

The company intends to build a robust traceability system based on Odoo, an open source-based ERP solution. Consumers will be able to scan a QR code and find the story of the farmer and key data about a coffee lot. The system rewards efforts invested to produce good quality coffee, including planting trees, and builds customer confidence in the market and the connection between farmer and consumer.

## COMPANY DESCRIPTION

Ugandan coffee farm, sourcing and roasting business committed to having positive financial and environmental impact using coffee subscriptions and local connections with producers to increase farmer revenues, support organic and regenerative practices, provide good jobs to local people, and model a fairer way of trading and selling coffee.

## KEY COMPANY STATS

### NUMBER OF PRODUCER PARTNERS

50 (of which 50 % are women)

### NUMBER OF STAFF

24

## COST

### COSTS

The innovation has no cost to the farmers. Any cost related to collecting the necessary data is offset by the higher price the company can charge for their coffee due to the value more trustworthy sustainability data has for the consumer.

### EFFECTS ON REVENUE

Could not be determined

## PREPARATION

### TIMELINE

The innovation can be replicated in one to two months

### STAFFING REQUIREMENTS

One skilled tech person to set up the model in the ERP system. The person(s) in charge of coffee purchasing or farmer relations needs to be trained on how to collect the necessary data from each farm.

### MATERIALS AND EQUIPMENT

IT equipment and ERP or similar tools to record and track the data (for coffee export businesses)

## LESSONS LEARNED

### CHALLENGES

- Loss of key contractor (ESG consultant) and delays in finding replacement.
- COVID-19 delayed start up and procurement.
- Being a small, self funded startup meant the financial resources and soft skills necessary to implement the project slowed down the development.
- Identifying the right data to collect is another challenge. You want to select the most relevant data, to adhere to the key indicators requested in sustainability reporting, while not collecting so much data that coffee value chain actors do not want to participate.

### TAKEAWAYS

- The farmers began implementing better traceability and record keeping to be part of the project.
- Detailed insights over time are very valuable in identifying and quantifying any challenges as well as for quantifying positive developments at farm level: environmental, social and financial.

## RESULTS: WILD (WORLD WILD LTD.) (UGANDA)

As a result of Wild's traceability project:



By offering coffee traceable back to the individual farmer, with transparent data about impact created as well as challenges to solve, Wild aims to form a strong bond between the farmers and the end consumer. © World Wild Ltd.



### END CONSUMERS GET DETAILED INSIGHTS

about each cup of coffee they drink and can choose to buy traceable coffee



### COMPLETE TRACEABILITY AND TRANSPARENCY ACHIEVED FOR WILD'S COFFEE VALUE CHAIN

with reliable, accurate data that will enhance connections between consumers and farmers



### 50 FARMERS ABLE TO COMPLY WITH EU REGULATION ON DEFORESTATION-FREE PRODUCTS (EUDR)

and will be able to export their coffee to the EU



Identifying challenges and opportunities at farm level is crucial for a more sustainable future for coffee farmers – and for the planet. © World Wild Ltd.

**STEP**  
**1** Set up your Odoo ERP with all custom data fields. (Wild used Odoo but other ERP systems are available.)

**STEP**  
**2** Start collecting the necessary from your farmers.

**STEP**  
**3** Connect the data collected to the lots sold.

**STEP**  
**4** Create a website to publish the data, and generate a QR code linking the lot number to the relevant data in the system.

The COFFEE INNOVATION FUND has been developed and funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

**MISSION:** The Fund's objective is to increase the profitability of smallholder coffee farmers, and foster greater, more equitable value distribution along the supply chain through promoting innovative farming systems, transparent and inclusive business models, and access to new markets.

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