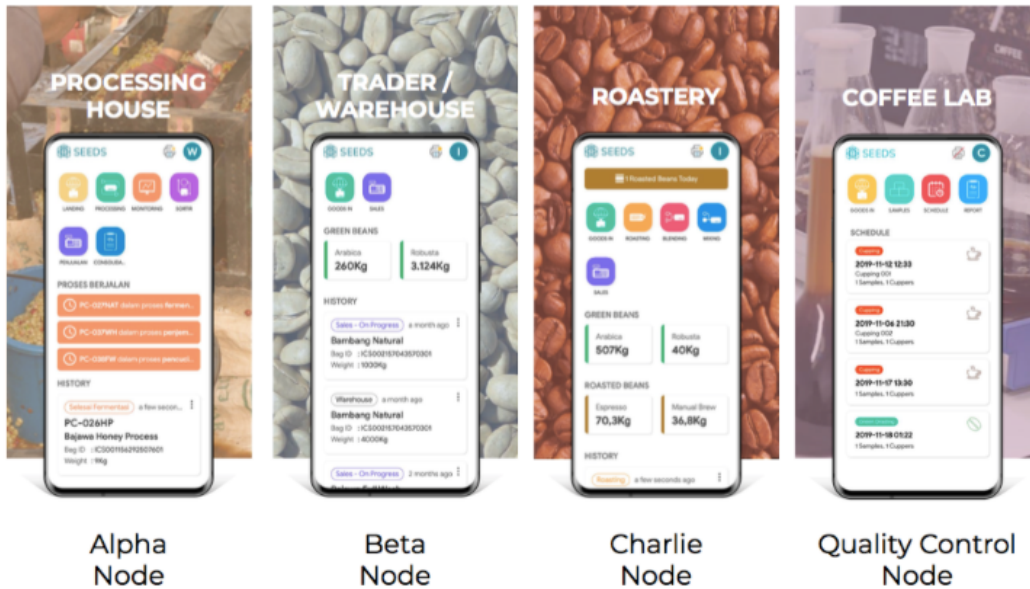


COFFEE TRACEABILITY ECOSYSTEM



COFFEE INNOVATION BUMI Digital Traceability

Traceability, Coffee Processing Management and Marketplace in One



CHALLENGE

Lack of formality and transparency in supply chain relations causes farmers and processors to prioritise low cost of production and high volume to reliable buyers. Small producers and roasters also are limited to traditional traders and consolidators with price leverage and who blend their coffees rather than finding local buyers to connect with directly.

INNOVATION

TRANSPARENT AND INCLUSIVE BUSINESS MODELS

/ ACCESS TO MARKETS

Our solution is working with SEEDS to map the supply chain, create transparency from farm to consumer and to create information accessibility up and down the supply chain through an app, as well as facilitating connections with coffee consumers and allowing them to "tip" the farmer, generating revenue potential year-round.



COMPANY DESCRIPTION

BUMI is a trading company based in Jakarta, Indonesia established in early 2018 to provide reliable and consistent green beans from Indonesia's archipelago. The only way we saw this could happen and scale internationally, was to use a digital traceability and SEEDS came in the right time for us to adopt it as technology partner.

NUMBER OF STAFF

5



COST-BENEFIT ANALYSIS

COSTS

- A) EQUIPMENT, \$100-150
- B) TRAINING \$200-300 DEPENDS ON LOCATION

EFFECTS ON REVENUE

TBD

EFFECTS ON YIELD

NONE EXPECTED



PREPARATION

TIMELINE

1-2 MONTHS

MATERIALS & EQUIPMENT



STAFFING REQUIREMENTS

1 STAFF PER SUPPLY CHAIN NODE (OFF FARM)
TO PROCESS DOCUMENTATION ON THE APP

- RASPBERRY PI CUSTOMIZED & THERMAL PRINTER, IOTS ARE OPTIONAL
- SMART PHONES
- RELIABLE INTERNET CONNECTION



LESSONS LEARNED

CHALLENGES

Lockdown around cities for COVID-19,
Unclear regulation around government approach & commodities promotions,
Market/demand dropped especially in Horeca

TAKEAWAYS

- Important to consider financial literacy for farmers & processors when trying to optimize and incentivize market interactions
- Gained a better appreciation for farmers & crops, and could have spent more time learning about the supply chain

RESULTS

As a result of BUMI's trial with SEEDS,



550

FARMERS CONNECTED TO
SEEDS FROM BUMI'S SUPPLY
CHAIN



ONLINE MARKETPLACE
COMING ONLINE IN 2021
WILL INCREASE SALES



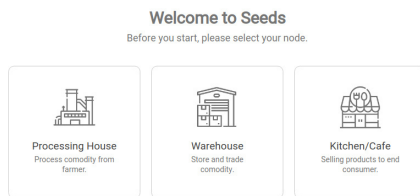
\$50,000

6 TONNES / AROUND US\$50,000
TURNOVER IN FIRST YEAR

IMPLEMENTATION

1

CONTACT SEEDS VIA THE WEBSITE. SEEDS WILL REGISTER YOU FOR THE PLATFORM AND CREATE YOUR USER NAME.



4

OFFER YOUR COFFEE ON SEEDS ONLINE MARKETPLACE

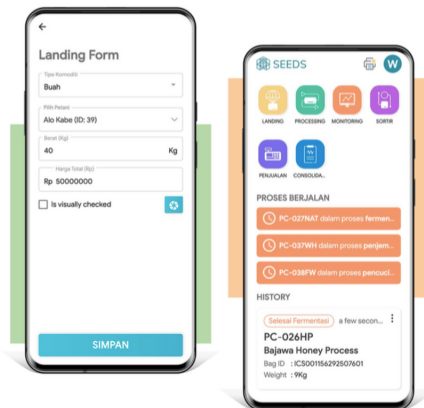
ONLINE MARKETPLACE

The marketplace is an integration of the seeds platform to introduce the possibility to virtually buy any traceable agricultural product.



2

CONNECT WITH EXISTING SEEDS USERS, OR TRAIN AND ADD YOUR SUPPLY CHAIN MEMBERS TO THE SYSTEM



5

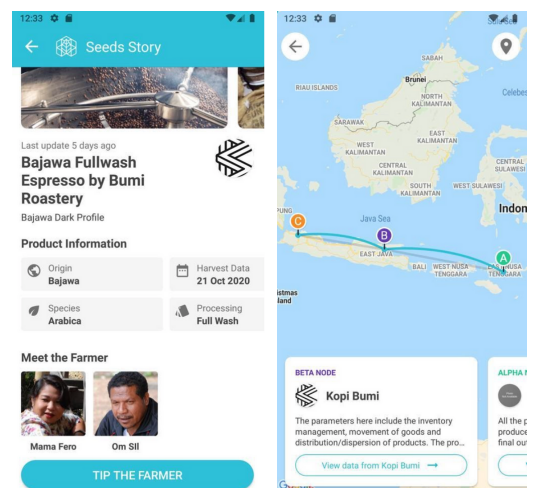
WHEN YOU BUY COFFEE THROUGH SEEDS ONLINE MARKETPLACE, SCAN THE QR CODE

SEEDS QR



6

TRACE YOUR COFFEE'S PROCESSING, AND CHECK OUT THE OPTION TO "TIP THE FARMER" (USING CREDIT CARD OR E-WALLET). SWIPE UP TO CONFIRM.



3

IF YOU ARE A COFFEE PROCESSOR OR ROASTER, LOG EACH TRANSACTION (PURCHASE, SALE) AND TRANSFORMATION (PULPING, WASHING, DRYING, ROASTING) THAT YOU PERFORM WITH THE COFFEE INTO THE SYSTEM AND INPUT THE REQUESTED DATA IN BETA NODE OR CHARLIE NODE.



Payment Management



Transaction Management



Operation Management



Inventory Management



Cost Management



User Management

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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.
