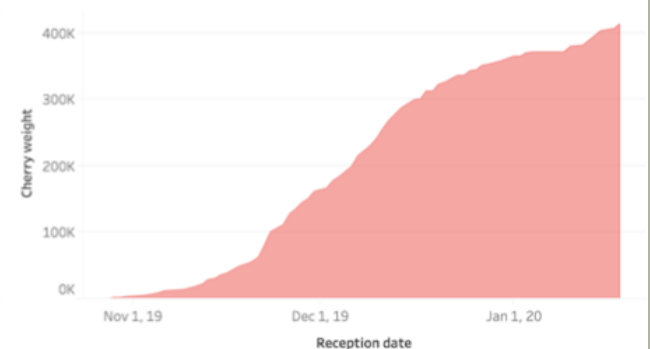


## Sidama Washing Station 2019/20 Coffee Production

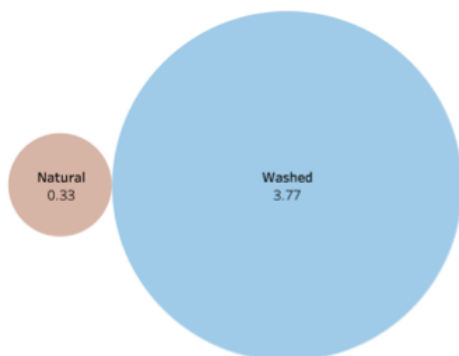
Daily Cherry Volumes



Cumulative Cherry Collected



Est. Number of Containers



Statistics Table

Total Cost (ETB)	8,057,972
Total Weight (kg)	413,705
Avg. cost per kg cherry (ETB)	19.48
Avg. cost per lb green (US cents)	165.33
Yield Factor (Cherry to Green)	16.70%



# COFFEE INNOVATION Digital Bookkeeping for Coffee Producers

**Control Costs at Origin and Optimize Operations and Traceability**

# OVERVIEW: CROPSTER ORIGIN



## CHALLENGE

Sustainable supply chains and coffee purchases require a full understanding of the costs of production, and transparency about transactions to set fair prices at every level. The limitations of paper-based records and cost implications of hiring full time finance and accounting staff mean that most mill and cooperative owners do not have a good picture of their finances year-on-year that allows them to identify how to optimize operations.



## COMPANY DESCRIPTION

Cropster is an international company specializing in hardware and software to help coffee companies optimize their operations. From its beginnings as a roasting curve software, Cropster now has software services that span the supply chain.

## INNOVATION

### TRANSPARENT AND INCLUSIVE BUSINESS MODELS

Cropster's mobile app, Cropster Origin, captures and tracks information about coffee from the farm through export and helps producers track and manage costs and transactions as well as connect to buyers through Cropster Hub



## COST-BENEFIT ANALYSIS

### COSTS

SOFTWARE STARTING FROM \$348/YEAR/MILL  
BLUETOOTH WEIGHING SCALE: \$400  
PHONE / COMPUTER: \$500  
TOTAL: \$1248

### EFFECTS ON REVENUE

INCREASE OF \$2800-9800 PER YEAR PER MILL

### EFFECTS ON YIELD

NONE EXPECTED



## PREPARATION



### TIMELINE

ALLOW ONE MONTH FOR  
PROCUREMENT

### STAFFING

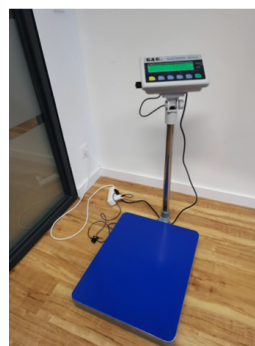
### REQUIREMENTS

NONE IN ADDITION TO NORMAL MILL OPERATIONS  
(USUALLY ONE GM FULL TIME AND ONE MILL  
MANAGER, PART TIME, PER MILL)

### MATERIALS

### & EQUIPMENT

- WEIGHING SCALE (TOP PHOTO)
- BLUETOOTH LE TO RS\_232  
ADAPTER; AVAILABLE FROM  
CROPSTER (BOTTOM PHOTO)
- PHONE OR COMPUTER



## LESSONS LEARNED

### CHALLENGES

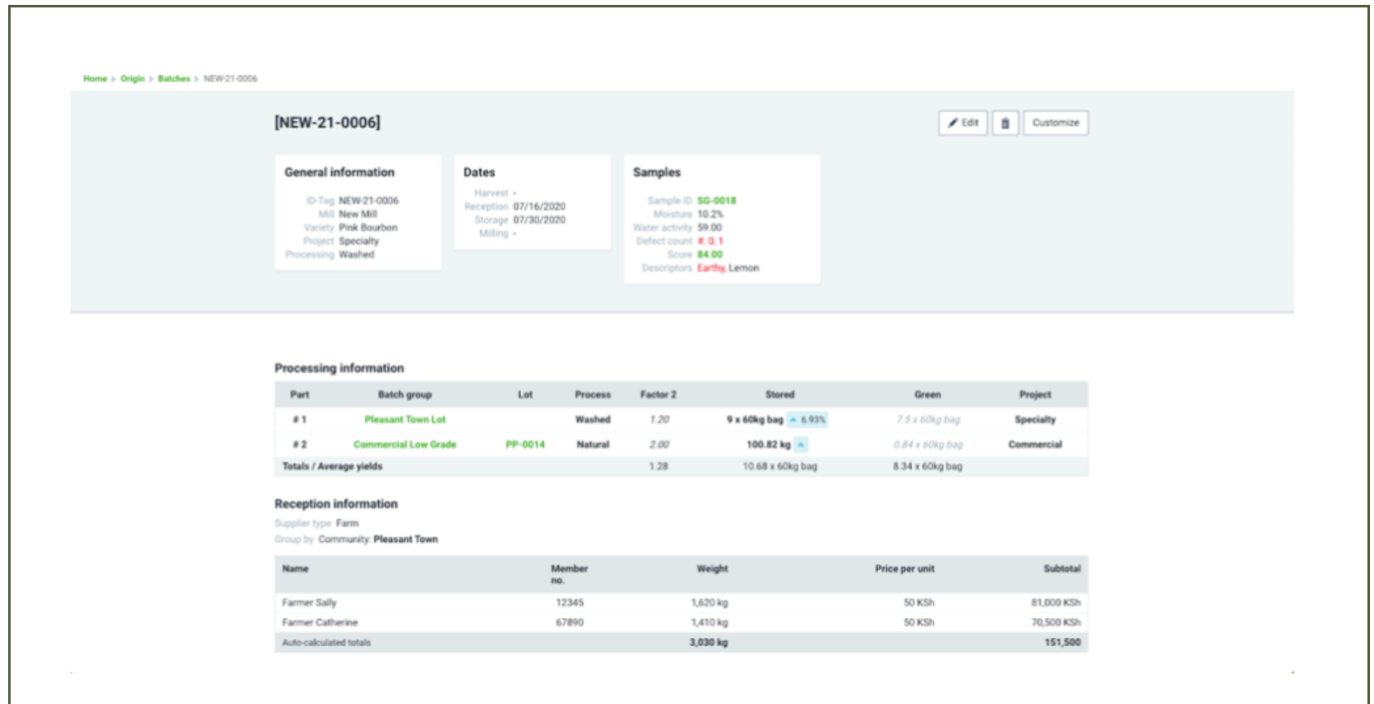
- The pandemic caused a drop in demand for specialty, so commercial grade coffee was exported
- Conversion from paper to digital records or keeping double records made adoption difficult
- Integrating bluetooth caused delays but ultimately makes system more useful
- Some online-only features did not work in remote areas because of connection problems

### TAKEAWAYS

- Extra detail for only specialty lots
- Best integration of Origin system requires in-house cupping team

# RESULTS

As a result of Cropster's trial with Zebad and Kata Muduga,



**7,000**  
FARMERS IMPACTED  
THROUGH 12 WET MILLS



ONE PARTNER SECURED A  
LARGE CONTRACT WITH A  
DUBAI-BASED IMPORTING  
COMPANY



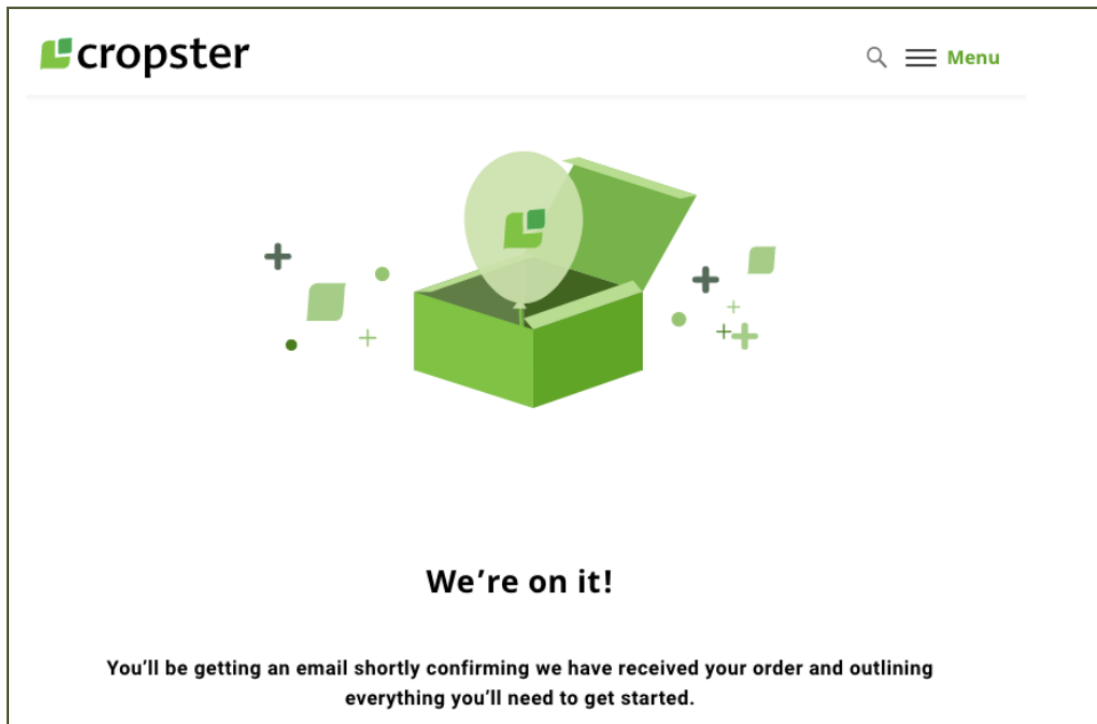
PARTNERS WERE ABLE TO  
GATHER 5 TO 12  
(RESPECTIVELY) NEW SALES  
LEADS FROM CROPSTER HUB

# IMPLEMENTATION

1

REGISTER FOR CROPSTER ORIGIN ON CROPSTER'S WEBSITE:

[HTTP://WWW.CROPSTER.COM/PRODUCTS/ORIGIN/](http://www.cropster.com/products/origin/)

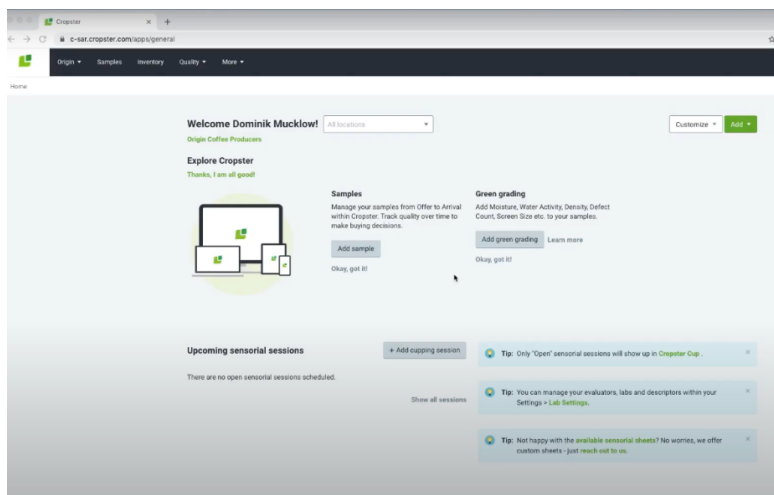


2

RECEIVE AN INVITATION EMAIL FROM CROPSTER AND CLICK THE LINK. CREATE A LOGIN TO ACCESS YOUR ACCOUNT.

3

FOLLOW THE ONBOARDING STEPS TO CUSTOMIZE SETTINGS FOR YOUR ORGANIZATION

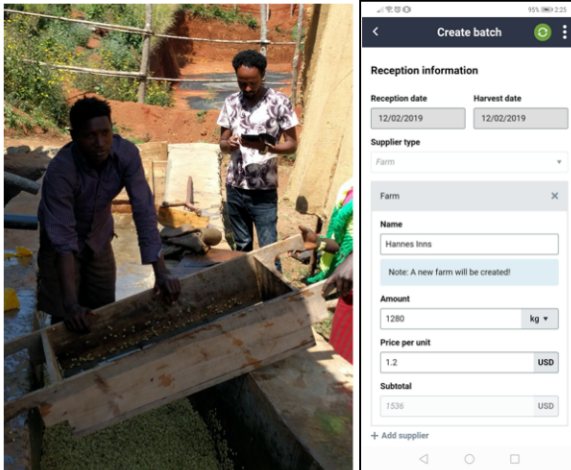


4

NAVIGATE TO [ORIGIN.CROPSTER.COM](https://origin.cropster.com) ON YOUR MOBILE DEVICE TO ACCESS THE ORIGIN APP, USE THE SAME CREDENTIALS TO LOGIN

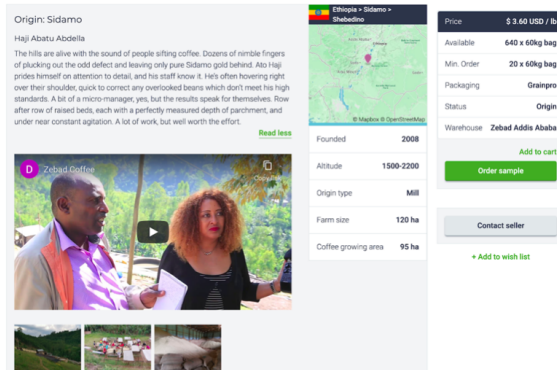
5

INPUT VOLUMES OF COFFEE RECEIVED AT THE MILL FROM EACH SUPPLIER. ADDITIONAL INSTRUCTIONS PROVIDED BY CROPSTER AND AVAILABLE [HERE](#)



6

GENERAL MANAGERS OF THE PRODUCER ORGANIZATION CAN VIEW ALL SYNCHRONIZED DATA AT [C-SAR.CROPSTER.COM](https://c-sar.cropster.com)



7

GENERAL MANAGERS MAY POST LOTS OFFERED BY THEIR PRODUCER ORGANIZATION AT [HUB.CROPSTER.COM](https://hub.cropster.com)

Sales (3 Sep, 2020 - 13:00) [Print list](#) [Print labels](#) [By order](#) [By coffee](#)

Select buyer	Select status	From Date	To date		
All	Select some options	MM/DD/YYYY	MM/DD/YYYY		
Show: <input checked="" type="checkbox"/> All <input type="checkbox"/> Sample <input type="checkbox"/> Purchase <input type="checkbox"/> Roasted samples only <input type="checkbox"/> Show shipping address					
Name	Units	Price	Total price		
<b>Dockyard Coffee (Request rejected - Aug 28, 2020)</b>				<a href="#">View order</a>	
Yakso Washed	1 Sample	-	-		
Hunda OK Washed	1 Sample	-	-		
<b>Soloko Smiley (Request - Aug 12, 2020)</b>				<a href="#">Review request</a>	
Durumina #2 Washed	1 Sample	-	-		
<b>Sarafin Coffee (Request - Jul 26, 2020)</b>				<a href="#">Review request</a>	
Hunda OK Washed	1 Sample	-	-		
Kota Washed	1 Sample	-	-		
Goroka Washed	1 Sample	-	-		
Yakso Washed	1 Sample	-	-		
Yachi Kachira Washed	1 Sample	-	-		
<b>A Jazzy Blend (Request - Jul 14, 2020)</b>				<a href="#">Review request</a>	
8Phy Gudina Washed	1 Sample	-	-		
<b>Over-Balloon Kaffalabesmer (Request - Jun 9, 2020)</b>				<a href="#">Review request</a>	
Durumina #2 Washed	1 Sample	-	-		

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For further information:

Cropster

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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.

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