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COFFEE INNOVATION Jadae Akha Coffee Group Business and Tourism Development

Supporting Ethnic Minority People thru Specialty Coffee and Eco-tourism

CHALLENGE INNOVATION

Low production volumes and productivity, coupled with low sales prices, limited income streams, lack of labor and equipment have left in question the ability of coffee growing minority communities to support themselves sustainably.

TRANSPARENT AND INCLUSIVE BUSINESS MODELS

Training on specialty coffee processing, updated business strategy, branding and marketing materials, and introduction of community-based ecotourism have supported an increase coffee quality and coffee income, as well as creating other revenue opportunities for the village members.

COMPANY DESCRIPTION

Jadae Akha Coffee Group is a social business owned by 21 small and medium farmers in Myanmar. They are engaged in coffee farming and processing with a vision of developing specialty products for the benefit of local farming communities.

NUMBER OF STAFF

50 FULL-TIME



COST-BENEFIT ANALYSIS

COSTS

EXPERTS (AND TRANSLATORS): 27,000 EUR EQUIPMENT AND MATERIALS: 8,000 EUR

> OTHER: 5,000 EUR TOTAL: 40,000 EUR

EFFECTS ON REVENUE

HIGHER CHERRY PURCHASE

FFFCTS ON YIFLD

67% INCREASE



TIMELINE

MATERIALS

& EQUIPMENT



- . PULPING MACHINE
- WAREHOUSE
- ESPRESSO MACHINE
- SIGNBOARDS AND MAP
- VENUE FOR TRAININGS AND WORKSHOPS
- GENERATOR
- PROJECTOR





STAFFING REQUIREMENTS

5 FULL-TIME 15 EXPERTS

LESSONS LEARNED

CHALLENGES

TAKEAWAYS

COVID caused significant delays in project activities and product launch. Tour package cannot be promoted yet because of travel restrictions. The community was eager to learn about improving processing and post harvest processing improvements, marketing and branding strategy. We feel confident that our new skills will help us take advantage of access to the international market.

RESULTS

As a result of Jadae Akha Coffee Group's trial,



- 21
 FARMERS AND 150 IMPACTED
 - COFFEE MANUALS IN
 AKHA LANGUAGE
- 150 KILOGRAMS SOLD

- ECOTOURISM
 LAUNCH IN 2021
- 67% increased quantity from 3 tons to 5 tons

IMPLEMENTATION

1 BUSINESS STRATEGY
AND PLANNING



2 SITE SELECTION



3 DEVELOP BRANDING AND MARKETING MATERIALS



4 COMMUNITY PRESENTATION



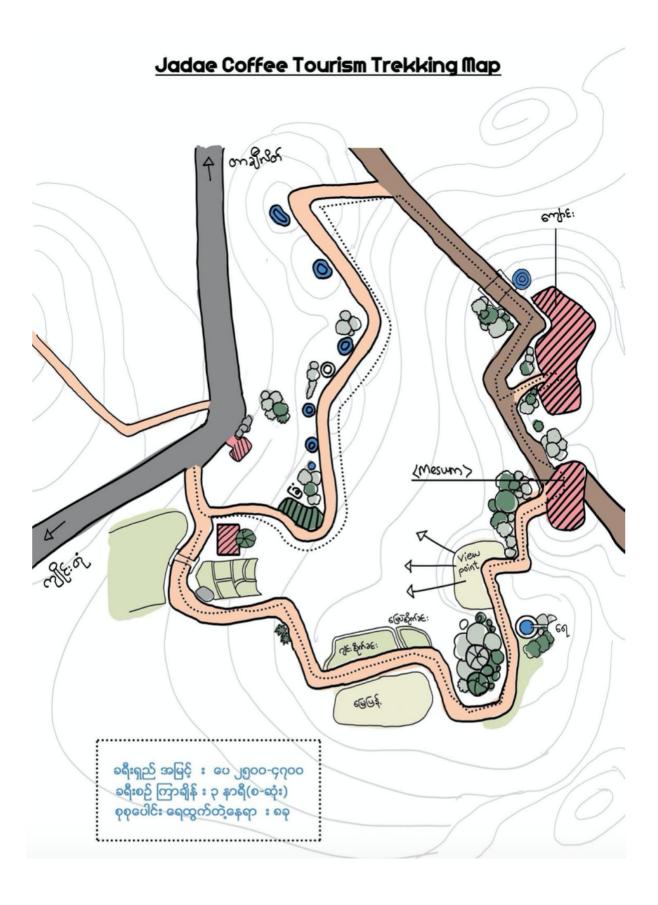
COFFEE TRAINING



6 CONSTRUCT COFFEE SHOP
AND LANDSCAPING FOR TOURISM



ANNEX 1



ANNEX 2



For further information:

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Jadae Akha Coffee Group (Shan-East)

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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.