



COFFEE INNOVATION

Jadae Akha Coffee Group Business and Tourism Development

Supporting Ethnic Minority People thru Specialty Coffee and Eco-tourism



CHALLENGE

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.

INNOVATION

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

EFFECTS ON YIELD

67% INCREASE



PREPARATION

TIMELINE

2 YEARS

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

COVID caused significant delays in project activities and product launch. Tour package cannot be promoted yet because of travel restrictions.

TAKEAWAYS

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



5

COFFEE TRAINING



6

CONSTRUCT COFFEE SHOP
AND LANDSCAPING FOR TOURISM





ANNEX 2



For further information:

Jadae Akha Coffee Group (Shan-East)

U Ah Soetthar.tharahsoet@gmail.com or busawoo@gmail.com

<http://jadaeakha.coffee/eco-tour>

www.facebook.com/jadaeakhafarm



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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:

Jadae Akha Coffee Group (Shan-East) and Jen Green, Jakarta

Design:

Vanna Sann, Phnom Penh

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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.
