



## COFFEE INNOVATION

### Marketing Traceable Coffee at the Register

Farmer-Led Storytelling and Consumer Engagement Increase  
Traceable Coffee's Value

# OVERVIEW: ONDA ORIGINS MARKETING TRACEABLE COFFEE



## CHALLENGE

No direct connections between end coffee drink consumers and farmers/ producers, therefore both value and connection is lost between the people who make the coffee we drink possible. With Yave, Onda is repairing that link between producer and consumer, hoping to strengthen relationships that create the supply chain and encourage reinvestment in coffee producers and farmers.

## INNOVATION

### TRANSPARENT AND INCLUSIVE BUSINESS MODELS

Onda is using yave.io and an immersive point-of-sale marketing strategy to enhance the connection between farmer and end consumer, and to increase financial contributions to coffee farmers through our traceability app. Farmers learn about our roasting and cafe business and our customers as we learn about their supply chains and farms, fostering better ability to nourish a long term supply relationship.



## COMPANY DESCRIPTION

Onda Origins, established in 2016, is a coffee sourcing and roasting company. Onda Origins shares revenue from every purchase with the grower. This is part of Onda's mission to connect coffee growers and drinkers in order to support farming communities and the environment.

### NUMBER OF STAFF

10



## COST-BENEFIT ANALYSIS

### COSTS

ONBOARDING, TRAINING, SUPPLY CHAIN  
MANAGEMENT AND MARKETING:  
USD\$20,000  
SUBSCRIPTION FOR POS INTEGRATION:  
4% TRANSACTION FEE

### EFFECTS ON REVENUE

20-40% EST. INCREASED EARNINGS  
TO FARMERS

### EFFECTS ON YIELD

NONE EXPECTED



## PREPARATION

### TIMELINE

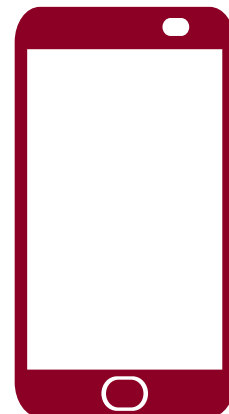
MINIMAL WITH FARMERS IN THE SYSTEM.  
ALLOW 1 MONTH FOR TRAINING AND  
ONBOARDING BEFORE HARVEST BEGINS

### STAFFING REQUIREMENTS

1 PT, POSSIBLY MORE DURING HARVEST TO  
SUPPORT DATA COLLECTION IN THE  
SOURCING SUPPLY CHAIN

### MATERIALS & EQUIPMENT

- COMPUTER AND/OR SMARTPHONE
- INTERNET CONNECTION



## LESSONS LEARNED

### CHALLENGES

Limited travel so Onda/Yave could not support in-person supplier onboarding in Indonesia, and could not invite farmers to US for educational exchange. Timing challenges with coffee selection & importing during funding period

### TAKEAWAYS

- Would be easier to arrange logistics for larger volume of coffee (and larger revenue share with farmers)
- Timing of samples and shipments must be built in from the beginning
- Select coffee sooner and outreach to multiple exporters

# RESULTS

As a result of Onda Origin's trial with Yave.io blockchain,



20-40%

INCREASED EARNINGS

Estimated farmer increase earning by 20-40%



2,000

SMALLHOLDER FARMERS

2,000 smallholder farmers in this supply chain will be potential suppliers in the future



10-15

FARMERS PARTICIPATED

10-15 farmers grew and harvested and coffee that was supplied to Onda and will receive a revenue share from the final sale of their coffee as drinks for Onda customers



# IMPLEMENTATION

1

## SELECT FARMERS & SHARE INFO

Select farmer partners and share project info (and benefits).



2

## CAPTURE STORIES

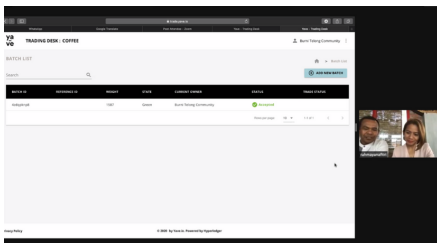
Capture farmer stories & earnings data.



3

## INPUT YAVE

Input into yave traceability software.



4

## DEPLOY POS APP

Deploy POS app so café customers can see the farmer behind their coffee.



## PHOTO CREDITS

1. Photo of processor Mahdi in Aceh provided by Onda Origins.
2. Photo provided by Onda Origins. Yana (left) and Mahdi (right) enter farmer data
3. Photo provided by Onda Origins. Mahdi creating a coffee batch in the Yave system.

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**For further information:**

Onda Origins  
Shannon Keith (Ms.),  
Director of Impact and Engagement  
shannon.keith@ondaorigins.com  
www.ondaorigins.com  
<https://instagram.com/ondaorigins>

Yave  
Nicola Claxton, COO yave.io  
+1 604 765 6476  
nik@yave.io



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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](mailto:info@giz.de)  
I [www.giz.de](http://www.giz.de)

E [info@giz.de](mailto:info@giz.de)  
I [www.giz.de](http://www.giz.de)

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Onda Origins and Jen Green, Jakarta

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Vanna Sann, Phnom Penh

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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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