



Four TPSA Coffee Producers Attend the Global Specialty Coffee Expo

As part of TPSA's activities promoting Indonesian coffee exports to Canada, four Gayo Arabica producers showed their products at the Global Specialty Coffee Expo in Seattle. This trade show is the largest coffee expo in North America and is attended by most major Canadian importers.

TPSA supported the participation of four Indonesian coffee producers at the Global Specialty Coffee Expo in Seattle. The four producers were:

- Arinagata Cooperative
- Meukat Komuditi Gayo
- Orang Utan Coffee Lestari
- Redelong Organic Cooperative



Map of Indonesia with Aceh province highlighted.

What Is a Geographical Indication?

A geographical indication (GI) is an intellectual property right protecting the name of a specific place (a region, locality, or even a country) that designates a product originating in that area having special qualities, characteristics, and reputation directly linked to its origin, based on natural factors and traditional production practices.

All four produce Gayo Arabica coffee from Indonesia's largest Arabica coffee plantations, located in the Gayo Highlands area of Aceh province on the island of Sumatra. The four producers were selected based on their business profiles, site visit verification and interviews, coffee stories, coffee gradings, and management practices.

TPSA also brought a senior representative of the Gayo Coffee Protection Society to the expo to help

raise awareness of the geographical indication (GI) of Gayo Arabica Coffee.

Coffee Producer Profiles

ARINAGATA COOPERATIVE is a Gayo Arabica coffee producer and exporter specializing in organic coffee. The cooperative has 2,582 coffee farmers spread out over 39 villages in Aceh province. The cooperative was founded in 2006 and has an average production capacity of 130 containers per year.



MEUKAT KOMUDITI GAYO is a Gayo Arabica coffee trading company founded in 2013 in Aceh province. The company's primary business is coffee processing, local trading, and exporting. As one of the few organizations in Indonesia licensed to organize auctions, this company offers a unique business model. The auctions allow roasters to buy much smaller and more diverse coffee lots, and allows for the procurement of unique coffee at an unparalleled price for sellers.



ORANG UTAN COFFEE LESTARI

(Orang Utan Coffee Project) helps small-scale coffee farmers manage their plantations in an ecologically sustainable manner to ensure the protection of the rainforest, which is the natural habitat of endangered Sumatra orangutans. The coffee sold under this project supports the Sumatra Orang Utan Conservation Programme and protects the last ecosystem where orangutans, rhinos, elephants, and tigers still live together in the Leuser national forest. The project works with 300 Gayo Arabica coffee farmers in the Aceh Tengah and Bener Meriah districts in Aceh province.



REDELONG ORGANIC

COOPERATIVE was created by a group of dedicated and experienced Gayo Arabica coffee farmers in 2014 in the community of Kenawat Redelong in Aceh province. The cooperative has 703 members from four villages, with a total production area of 560 hectares. Redelong was the first fair-trade cooperative in Indonesia and has sold coffee to and befriended many roasters in North America.



Show Highlights

During the show, the four coffee producers were assisted by two coffee consultants from TFO Canada. The consultants facilitated meetings with potential buyers and importers and provided introductions to representatives from various coffee certification bodies. They also assisted with cup-



Gayo Arabica coffee producers at the Global Specialty Coffee Expo.



Meeting with potential buyers at the coffee expo.

ping sessions and marketing activities at the booth, and provided training to the producers on how to effectively and efficiently present and promote their coffee, including processing, availability, and special features. They helped the producers craft their "coffee stories," using photographs and other marketing tools to tell those stories to potential buyers, and arranged appointments with potential Canadian buyers prior to the expo, including Transcend Coffee, Kencaf, Kicking Horse, and Fair Trade Canada. The producers presented buyers with details about their coffees, including variety, elevation, price, production capacity, grading, and harvest period.

The four coffee producers wore traditional clothing (Gayo hat and Keurawang Gayo dress) to demonstrate that Gayo culture and traditions are part of their coffee stories. This linking of the cultural story to the coffee product raised the profile of Indonesian coffee at the event. Many visitors were interested to hear about Gayo culture and history and learn about the unique features of Gayo Arabica coffee.

The TPSA-sponsored coffee firms occupied two booths in the "Remarkable Indonesian Coffee" area arranged by the U.S. Trade Attaché of the Republic of Indonesia. The area was comprised of eight booths forming an Indonesian coffee pavilion walk-through concept. The other booths in the area were held by the Association of Coffee Exporters Indonesia, the Specialty Coffee Association of Indonesia, and other private coffee companies. With a total footprint of 20 by 80 feet, the pavilion housed product display tables, coffee machines, and a cupping table. Staff from the Indonesian Embassy actively supported the promotion of Indonesian coffee.

The four cupping sessions presented in the Remarkable Indonesian Coffee area were highlights of the expo. All four TPSA-sponsored coffee producers had their coffee cupped during these sessions, which attracted many visitors to the booths.

Participant and Buyer Feedback

Representatives from the four TPSA-sponsored producers reported that participating in the coffee expo improved their ability to interact with potential buyers. They had the opportunity to present their coffee story as well as details about their coffee processing, variety, and export capacity to potential buyers and then answer questions. They particularly appreciated the opportunity to meet face-to-face with importers and talk to them about their coffee.



Gayo Arabica coffee producers hold a cupping session.

Meukat Coffee brought Gayo Arabica full-washed coffee to Seattle for the coffee trade fair. This type of coffee is enjoyed by North Americans for its exotic and unique flavor. We received a lot of attention from prospective buyers during the Seattle coffee fair. Every time a buyer tried our coffee, we heard the same reaction: "Amazing."

—IKHWANITOSA
PT Meukat Komoditi Gayo, Aceh

The most important message received from potential buyers and importers was that suppliers must provide consistent quality in their shipments. Beans must be free from materials such as rocks and metal prior to shipping.

About the TPSA Project

TPSA is a five-year C\$12-million project funded by the Government of Canada through Global Affairs Canada. The project is executed by The Conference Board of Canada, and the primary implementation partner is the Directorate General for National Export Development, Ministry of Trade.

TPSA is designed to provide training, research, and technical assistance to Indonesian government

agencies, the private sector—particularly small and medium-sized enterprises (SMEs)—academics, and civil society organizations on trade-related information, trade policy analysis, regulatory reforms, and trade and investment promotion by Canadian, Indonesian, and other experts from public and private organizations.

The overall objective of TPSA is to support higher sustainable economic growth and reduce poverty in Indonesia through increased trade and trade-enabling investment between Indonesia and Canada. TPSA is intended to increase sustainable and gender-responsive trade and investment opportunities, particularly for Indonesian SMEs, and



Indonesian delegates to the Seattle coffee trade fair.



to increase the use of trade and investment analysis by Indonesian stakeholders for expanded trade and investment partnerships between Indonesia and Canada.

The expected immediate outcomes of TPSA are:

- improved trade and investment information flows between Indonesia and Canada, particularly for the private sector, SMEs, and women entrepreneurs, including trade-related environmental risks and opportunities;
- enhanced private sector business links between Indonesia and Canada, particularly for SMEs;
- strengthened analytical skills and knowledge of Indonesian stakeholders on how to increase trade and investment between Indonesia and Canada;
- improved understanding of regulatory rules and best practices for trade and investment.

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