



ACTIVITY BRIEF

APRIL 19–23, 2018, SEATTLE, UNITED STATES
APRIL 24–25, 2018, VANCOUVER, CANADA



TPSA | CANADA-INDONESIA TRADE AND
PRIVATE SECTOR ASSISTANCE PROJECT

TPSA Project Promotes Indonesian Coffee Producers at the 2018 Specialty Coffee Expo

Indonesian coffee producers had the opportunity to promote their specialty products to potential buyers, importers, and roasters from Canada and the United States.

Five Indonesian coffee producers received support from the TPSA project to attend the Specialty Coffee Expo in Seattle from April 19 to 23, 2018, followed by a coffee promotion event in Vancouver on April 24 and 25, 2018. Attending an international coffee trade show is an important opportunity for Indonesian coffee producers to connect with potential foreign buyers.

The five coffee producers were:

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

All five produce Gayo Arabica coffee on Indonesia's largest Arabica coffee plantations, located in the Gayo Highlands area of Aceh province on the island of Sumatra.

Four of the producers were making their second consecutive appearance at the expo, while Kokowagayo, a women-owned and managed cooperative, attended for the first time. The five producers were selected based on their business profiles, site visit verification and interviews, coffee stories, coffee grading, and management practices.

TPSA also offered support for one instructor from the Indonesia Export Training Centre (IETC) at the Ministry of Trade to attend and participate



Coffee cupping event at the Specialty Coffee Expo in Seattle.

in the events. IETC provides training programs to Indonesian exporting companies in order to improve exporters' knowledge, skills, and competitiveness. Attending the expo and Vancouver event provided an opportunity for IETC to learn how to participate in international trade shows and promotional events.

Specialty Coffee Expo Highlights

The Specialty Coffee Expo allowed coffee producers to promote their specialty products to potential buyers, importers, and roasters from Canada and the United States. The Seattle event is the largest specialty coffee expo in the world, with more than 13,000 people participating in 2018.

The five coffee producers shared a large booth with space to hold frequent cupping sessions.

Canada

Program undertaken with the financial support of the Government of Canada provided through Global Affairs Canada

IN PARTNERSHIP WITH



MINISTRY OF TRADE



Coffee cupping, or tasting, allows potential buyers to observe the flavours and aromas of the brewed coffee. Sample green beans were also handed out to interested participants.

During the show, the five coffee producers were assisted by coffee consultants from TPSA and Canada's Trade Facilitation Office (TFO Canada). The consultants facilitated meetings with potential buyers and importers and provided introductions to representatives from various coffee certification bodies. Prior to the show, they provided a one-on-one briefing and consultation to each coffee producer to help them effectively and efficiently present and promote their coffee, highlighting its processing, availability, and special features.



Discussing the unique features of Gayo 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 working on 2,436 hectares of coffee plantations covering 39 villages in the Aceh Tengah district of Aceh province. The cooperative was founded in 2006 and has an average production capacity of 130 containers per year.



KOKOWAGAYO is short for Koperasi Kopi Wanita Gayo, a women-owned and managed Gayo Arabica coffee cooperative founded in 2014. The cooperative focuses on the processing and trading of organic, fully washed coffee. The cooperative works with 567 farmers from seven villages located in the Bener Meriah district of Aceh province.



MEUKAT KOMUDITI GAYO is a Gayo Arabica coffee trading company founded in 2013 in the Aceh Tengah district of 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.



"The visit to Seattle and Vancouver organized by TPSA was an amazing opportunity to support Arabica Gayo coffee producers and exporters. We got to understand Canadian and international markets, and gained experience on how to negotiate, promote, and sell our coffee."

—HADIYAN WIJAYA IBRAHIM
*Secretary of the Community Foundation
for the Protection of Gayo Coffee*

The consultants helped the producers craft their "coffee stories," using photographs and other marketing tools to tell those stories to potential buyers. These tools included videos about each coffee producer and large banners to attract visitors. Producer fact sheets provided buyers with details about their coffees, including variety, elevation, price, production capacity, grading, and harvest period.

Several of the 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 culture with product raised the profile of Indonesian coffee at the expo. Many visitors were interested to hear about Gayo culture and history and learn about the unique features of Gayo Arabica coffee.



ORANG UTAN COFFEE LESTARI

(Orang Utan Coffee Project) supports small-scale coffee farmers to manage their plantations in an ecological and sustainable way to ensure the protection of the rainforest, the natural habitat of critically endangered Sumatran orangutans. Coffee sales support the Sumatra Orang Utan Conservation Programme, which 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 of Aceh province.



The first day was devoted to an event entitled *Indonesian Specialty Coffee: From Farm to Cup*, which brought together key players in the coffee industry to learn more about Indonesian specialty coffee. The host for the event was Nusa Coffee Company, in collaboration with Los Beans and the Indonesian Trade Promotion Center (ITPC) in Vancouver. ITPC and Nusa Coffee also organized a media campaign to publicize the event before it took place.

A panel discussion gave coffee producers the opportunity to introduce the profile and characteristics of Gayo Arabica coffee, including its culture and people. The Indonesian producers were, in turn, able to learn directly from roasters and importers about Canadian coffee tastes and quality demands.

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.



Vancouver Coffee Promotion Event Highlights

Following the Seattle expo, the five coffee producers travelled to Vancouver to connect with two coffee importers and be featured at a coffee promotion event. The two importers, Nusa Coffee Company and Los Beans Coffee Company, had previously visited Gayo as part of the coffee buyers' mission organized by the TPSA project in 2017.

"I'm really happy to be at this event today because I wanted to get to know a little bit more about Indonesian coffee. The panel that we had this morning was very good, very educational. At the event there were producers from Indonesia, some micro-roasters and roasters, the general public who are curious about Indonesian coffee, and people like myself who are importers wanting to get to know people at origin."¹

—LIONEL ROBITAILLE
Mountain Coffee

The second day in Vancouver was devoted to a visit to Los Beans Coffee Company's warehouse in Delta, British Columbia. During the warehouse tour, the Indonesian coffee producers learned more about how imported coffee is roasted and distributed across Canada. The producers also met with a Los Beans coffee cupper who is in charge of quality control for coffee imports. The producers learned that consistency of supply and quality are crucial to successful exporting to Canada.

Outcomes

Attending the trade expo and promotion event led to positive results. Four of the five Indonesian coffee producers received coffee orders, some directly



Panel discussion at the Vancouver event.



A Gayo coffee producer connecting with a participant at the Vancouver event.

consultants contributed to improved skills and knowledge in terms of booth management, product presentation, business negotiation, and promotional materials.

“Our dream to promote our coffee in Canada came true at the Vancouver event. We are very proud and grateful for the opportunity to partner with TPSA so that we can be more professional in running our business and promoting Gayo coffee. Starting from zero, I have now learned how to be a professional in promoting my coffee, how to communicate with buyers, and how to exhibit at an international trade show. Arinagata is becoming known by buyers, and these buyers now feel more confident with our coffee quality. Institutionally, Arinagata has become more professional as a coffee producer as well as in our new role as a coffee exporter.”

—MAHYANA SARI
Secretary of Arinagata Cooperative

from Canadian buyers. Both Nusa and Los Beans purchased coffee from Arinagata Cooperative to be shipped to Vancouver in June 2018. Another request for two containers of coffee came from a buyer in Montreal attending the Seattle coffee expo. One importer and one roaster, both from British Columbia, indicated that they would be interested in joining a coffee buyer trip to Gayo in November 2018.

Attending a second trade show boosted the confidence and skills of the coffee producers. The technical assistance from TPSA and the TFO

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



Coffee producers at the Specialty Coffee Expo in Seattle.



opportunities, particularly for Indonesian SMEs, and 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.

For further information, please contact the Project Office in Jakarta, Indonesia:

Mr. Gregory A. Elms, Field Director

Canada–Indonesia Trade and Private Sector Assistance (TPSA) Project

Canada Centre, World Trade Centre 5, 15th Floor
Jl. Jend. Sudirman Kav 29–31 Jakarta 12190,
Indonesia

Phone: +62-21-5296-0376, or 5296-0389

Fax: +62-21-5296-0385

E-mail: greg@tpsaproject.com

ENDNOTE

¹ Nusa Coffee, "Indonesian Specialty Coffee: From Farm to Cup," accessed June 14, 2018, <https://www.youtube.com/watch?v=xrraBbsBepk>.