



ACTIVITY BRIEF

NOVEMBER 15–20, 2018, BENER MERIAH
AND ACEH TENGAH, INDONESIA



TPSA | CANADA-INDONESIA TRADE AND
PRIVATE SECTOR ASSISTANCE PROJECT

TPSA's Indonesian Coffee Producers Host Canadian Buyers Mission to Gayo Highland in Aceh Province

The Canada-Indonesia Trade and Private Sector Assistance Project (TPSA) project successfully organized its third coffee-buyer mission in November 2018. Three buyers from Canada participated in a mission to the Bener Meriah and Aceh Tengah districts of Aceh province, Indonesia, to visit five TPSA-selected coffee producers.

Introduction

From November 15–20, 2018, the TPSA project's five selected Indonesian coffee producers hosted three buyers from Canada:

- Café Vittoria (Sherbrooke, Quebec)
- Mountain Coffee (Delta, British Columbia)
- Planet Beans (Guelph, Ontario)

The buyer mission is a key TPSA activity that aims to facilitate direct coffee trading between Canadian coffee importers and Indonesian coffee producers. The mission helped Canadian buyers gain a better understanding of Indonesia's farm-management practices and post-harvest methods, and gave them a sense of the livelihood of farmers and the local culture.

One of the buyers, Mountain Coffee, agreed to join the mission after attending the TPSA coffee-promotion event in Vancouver in April 2018. For that event, TPSA partnered with the Indonesia Trade Promotion Centre (ITPC) and Nusa Coffee company, both located in Vancouver.

Buyer Mission Overview

The TPSA project engaged the Community Foundation for the Protection of Gayo Coffee



Welcoming buyers to Arinataga Cooperative with a traditional Gayo dance.

(*Yayasan Masyarakat Perlindungan Kopi Gayo*, or MPKG) to help organize the buyer mission. This activity was also beneficial for MPKG, giving them a greater understanding of the needs of Canadian coffee buyers and putting them in a better position to help promote Gayo coffee in the future.

During the mission, the Canadian buyers visited five coffee producers in the Bener Meriah and Aceh Tengah districts of Aceh province:

- Arinataga Cooperative (women-led)
- Kokowagayo Cooperative (women-led)

Canada

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

IN PARTNERSHIP WITH



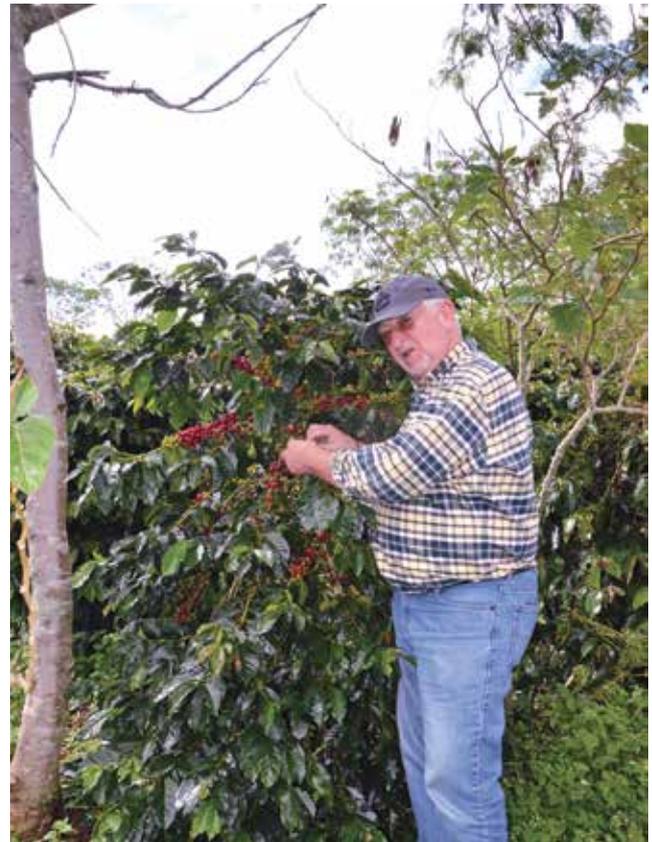
MINISTRY OF TRADE



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

Based on learnings from past buyer missions to Indonesia, the TPSA team allocated additional time for the buyers to gain a better understanding of and build a relationship with each of the coffee producers. Consequently, the buyers spent a full day at each coffee producer's facility.

Morning sessions focused on touring the farms, where the buyers learned about coffee varieties, coffee-cherry picking, soil conditions, organic composting, and shading trees. Visits to processing facilities where drying, hulling, and sorting take place allowed the Canadian buyers to observe the post-harvest methods of Gayo Sumatra coffee producers. The visit also provided opportunities for the producers to present their business profiles, such as the number of farmers, the size of coffee plantation areas, certifications, the premium fee distribution



Lionel Robitaille from Mountain Coffee picking coffee cherries at a farm belonging to a member of Meukat Komuditi Gayo.

to farmers, their export capacity and availability, and their social and environmental practices.

The buyers were also introduced to the history and culture of the region, which are integral to Gayo coffee farmers. They were welcomed with the *Mundalo* and *Guel* local dances and local poetry, and went sightseeing at nearby Danau Laut Tawar lake in Takengon.



Rémi Tremblay from Café Vittoria pulping coffee cherries at Arinagata Cooperative's collection site.

"Thank you for the hospitality of the entire TPSA team and for the well-organized Canadian buyer mission that took place in Takengon. I truly enjoyed the time spent with the group and sincerely appreciated the time each cooperative took to receive us at their farms and facilities. We cupped some great coffees and are working on finalizing what we would like to order for this crop season and from which producer."

—LIONEL ROBITAILLE, PRESIDENT
Mountain Coffee



Visiting the warehouse and coffee-drying facility of Kokowagayo women's cooperative.



Auction participants.

Cupping sessions were held at each of the coffee producers' facilities to demonstrate the unique aroma and taste of Gayo Sumatra coffee. Buyers were given the opportunity to sample the coffee and provide feedback to producers on ways to improve its quality to meet Canadian specialty-coffee standards.

On November 15, 2018, Meukat Komuditi Gayo organized a Gayo coffee auction where all Canadian buyers had the opportunity to participate in a cupping session and observe the auction process from registration to cupping and bidding. This year's auction was unique because it was attended by two international bidders, Café Vittoria from Canada and Café Import from the United States. Café Vittoria won the auction, securing 75 kilograms of coffee for Rp9,850,000.

Because there is an increased demand for coffee to be distributed in Canada for 2019, TPSA introduced the Canadian buyers to an additional

six coffee producers and two coffee exporters during the mission.

Producers:

- Arisarina Cooperative
- Baburrayan Cooperative
- Gayo Mandiri Coop
- Ketiara Women Cooperative
- PT Gayo Megah Raya
- Reje Item Gayo Coop

Exporters:

- PT. Sari Makmur Tunggal Mandiri (based in Medan)
- PT. Ujang Jaya (based in Medan)

Next Steps

TPSA is now following up with the Canadian buyers to obtain their feedback about the mission and information on their purchasing plans.



Visiting Redelong Organic Cooperative.

"We really appreciated our time in Takengon and Medan and learned a lot about its excellent coffee and the people behind it. It was a real pleasure and the welcome we received from the people we met was fantastic."

—RÉMI TREMBLAY, PRESIDENT
Café Vittoria



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 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