

Hours and Misfortunes of the Geographical Indications in the coffee sector: What possibilities to reactivate them by reconsidering scale, traceability and marketing? The case of Kintamani Bali Arabica coffee and the business-based co-operative supported by Coop Coffee in Indonesia



## Introduction

The Geographical Indications (GIs) can play an important role in the coffee sector by supporting local development processes based on the recognition of a specific quality due to a *terroir* effect. They can unite coffee producers around a collective strategy of promoting origin coffee. However, GIs development in the coffee sector appears as a path full of pitfalls, notably due to the oligopsonic character of the sector.

The GI "Kintamani Bali Arabica coffee" has been the first

registered GI in Indonesia in 2008 (Mawardi, 2009). By conducting

numerous studies and thanks to their involvement in various

development projects, the authors were able to observe its



Photo 1: Reza hold the GI Kintamani Bali Certification

	PICKING OF RED CHERRIES
	(selective hand picking)
	<b>4</b>
	SORTING OF RED CHERRIES
	(separation out of green, yellow and dried chemics,
	to obtain 95 percent of rod cherries and 5 percent of yellow cherries)
	FLOATING OF RED CHEERIES
	(superation out of floating chernies)
	HEMOVAL OF PULP
	(using a pulping machine)
	FLOATING OF WET PARCHMENT BEANS
inmoval	of pulo, unpulped beans, empty beans, light beans and other remaining dibris)
	· · · · · · · · · · · · · · · · · · ·
	FERMENTATION
	(dry, 12 or 36 hours)
	WASHING
	(using clean water, to remove mucilage)
	SUN DRYING
	(until 11 to 12 percent moisture content remains)
	(unta 11 to 12 percent moostare content remains)
	TORACE OF DRY PARCEMENT AT THE PROCESSING PLACE
	(clean warehouse, using pollets, minimum 2 months)
	(
	PARCHMENT REMOVAL
	(using a hulling machine)
	· · · · · · · · · · · · · · · · · · ·
_	COFFEE GREEN BEAN
	(cup taste evaluation)
	-
	QUALITY GRADING
	(sizing, manual serting, cap tasic evaluation)
SELLING TO	
COFFEE EXPORTE	
(large quantity)	
	SELLING TO
	END CONSUMERS
	(very small quantity)

Figure 1: Summary of the required operational procedures for post-harvest

# **Conclusion/Perspectives**

evolution over the last 12 years.

Materials/Methods

The lessons learned from the GIs' trajectories in different countries during the last decades and the technology currently available bring new possibilities for GIs' development. Some pilot projects such as the one presented may convince funding agencies.

Photo 2: Kintamani Bali coffee trees

## **Results/Discussion**

The first result highlighted by this study concerns the difficulties of the GI development in the coffee sector (Durand and Fournier, 2017).

The wet processing, introduced during the 2000s by Provincial Government and private buyers into village-level collective organizations and required for GI certification, and in some cases even coffee farming have been progressively abandoned by farmers. The second result concerns the possibilities of reactivating the GI. Under the Ministry of Co-operative & SMEs of Republic of Indonesia, the Coop Coffee Project aimed since 2016 to relaunch a GI dynamic. Instead of the 61 farmers' groups included in the GI area defined in 2008, Coop Coffee currently works with two of them as a pilot model, the objective being to include five more in the two next years. The project has re- established a processing unit and the quality produced has interested an international buyer such as Starbucks. The objective is to quickly set up an efficient traceability system, thanks to the already created relational database -which links data on farmers' group, finance, on-farm and off-farm activities, capacity building and market (see Nugroho et al 2019)- and a blockchain-based technology developed by Bext360. This was successfully tested in 2019 for the sale of one container to Starbucks.

### **References:**

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