28th Conference Asic 2021
From 28 June to 1 July 2021

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

S5-P-09

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.

Materials/Methods

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 evolution over the last 12 years.

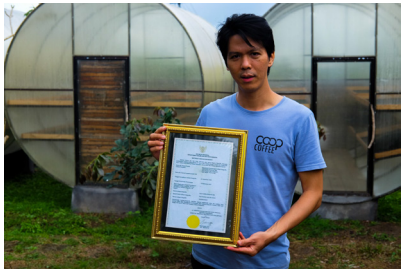

Photo 1: *Reza hold the GI Kintamani Bali Certification*

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

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.

Conclusion/Perspectives

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.

References:

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Nugroho A P et al 2019 Design of integrated database of smart coffee enterprise support system for coffee small medium enterprise IOP Conf. Ser.: Earth Environ. Sci. 365 012022

Mawardi, S., 2009. Advantages, constraints and key success factors in establishing origin-and tradition-linked quality signs: the case of Kintamani Bali Arabica coffee geographical indication, Indonesia. FAO, 32 p.