



Sustainable Coffee = Loca-Coffee

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What is Sustainable Coffee?

- **Sustainable coffee** is coffee that is grown and marketed for its sustainability.
- This includes coffee certified as organic, fair trade, and Rainforest Alliance.
- Coffee has a number of classifications used to determine the participation of growers (or the supply chain) in various combinations of social, environmental, and economic standards.
- Coffees fitting such categories and that are independently certified or verified by an accredited third party have been collectively termed "sustainable coffees".
- This term has entered the lexicon and this segment has quickly grown into a multibillion-dollar industry of its own with potentially significant implications for other commodities as demand and awareness expand.
(WIKIPEDIA)

What is SUSTAINABLE COFFEE?

When we talk about sustainability in coffee we are really considering what is known as the triple bottom line: people, planet, and profit.



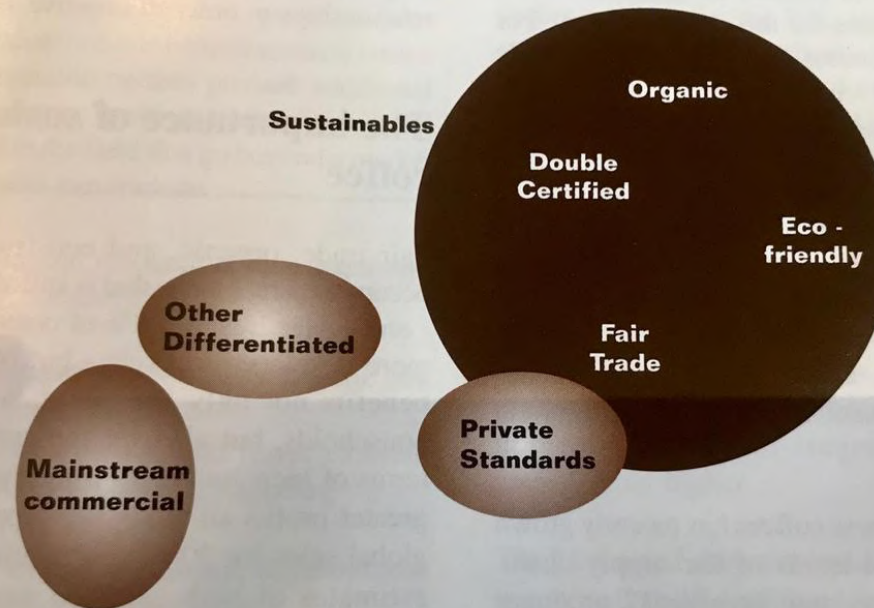
A close-up photograph of several dark brown, roasted coffee beans. The beans are arranged in a slightly curved line across the top of the image, with some showing their characteristic crease. The background is dark and out of focus, making the beans stand out.

Moelyono Soesilo – Pakar Kopi

- Perubahan iklim sangat berpengaruh pada tanaman kopi, terutama arabika karena jenis kopi ini memerlukan suhu/iklim yang lebih dingin.
- Pemanasan global membuat pertumbuhan pohon kopi arabika tidak maksimal/tidak baik. Solusinya bukan dengan memindahkan ke area tanam yang lebih tinggi, karena kemungkinan akan mengalami serangan frost yang mengakibatkan gagal panen.

Characterization of Coffees

Figure E.1 A Characterization of Coffees



¹ Concurring with the Brundtland Report (1987) as confirmed at the Rio Summit (1992) and the Johannesburg World Summit on Sustainable Development (2002)

² Adapted from personal communication with Michael Opitz April 25, 2003.



Interesting facts on Sustainable Coffee

- From a market share of zero to a share 8% of the global coffee industry in one decade suggests that sustainable coffees are no longer a small niche.
- Efforts are underway by various certification bodies, non-governmental organizations (NGOs) and global food companies to develop the production of sustainable coffees in the poorest regions of the world, such as Africa, and to measure the actual impacts that the various initiatives, standards and certifications.



What it takes,

- Coffee production and processing should take into account environmental needs to ensure sustainability. It is also necessary that the economic environment should encourage stability and reasonable living standards for the populations involved with coffee, and ensure the maintenance of quality.
- In practical terms, encourages coffee quality improvement through projects dedicated to improving cultivation, processing, storage, transportation and marketing practices. It also encourages efforts to strengthen regional capacity in the field of coffee certification and verification such as through a multi-country project in Eastern Africa to create a regional centre for certification and an outreach programme for producers.
- Coffee also makes a positive contribution on the social side to maintaining substantial rural employment and stable communities. Improving the living standards of coffee producers, especially smallholders, is a priority for Governments



Coffee in Indonesia

- Today, Indonesia's coffee plantations cover a total area of approximately 1.24 million hectares, 933 hectares of robusta plantations and 307 hectares of arabica plantations.
- More than 90 percent of total plantations are cultivated by small-scale growers who own relatively small plantations of about 1-2 hectares, each.
- Contrary to competitors such as Vietnam, Indonesia does not have big coffee plantations and therefore encounters more difficulties to safeguard stable production volumes and quality, hence its output loses some competitiveness on the international market.
- Sumber: Indonesia-investments.com



Coffee in Indonesia

- Indonesia is the world's 2nd largest exporter of Robusta, 3rd (4th largest producer). As such could play an important role in meeting demand for additional sustainable coffee.
- Domestic coffee consumption is growing rapidly, while overall production is flat. |
- Estimated at least 7% of Indonesia's coffee exports are currently certified or verified "Sustainable".
- *Source: Indonesia a Business Case for Sustainable Coffee production (IDH)



Sustainable Coffee in Indonesia

- The lowland areas of southern Sumatra are the mainstay of Indonesian robusta coffee production. Currently about two thirds of Indonesian robusta is produced there, which makes up nearly 50% of Indonesia's total coffee production.
- To put this into context, with about 12 million bags of green coffee produced in 2017, Indonesia was the fourth largest coffee producer, and the second largest robusta producer globally.
- Approximately every fifth cup of robusta sipped around the world has its origin in southern Sumatra.



Sustainable Coffee in Indonesia

- Robusta production in southern Sumatra is dogged by low productivity and poor-quality beans. Virtually all coffee is grown by smallholders cultivating between one and two hectares, and an average smallholder robusta farmer harvests just short of 500 kg of beans per hectare, which he or she commonly sells for less than 1.5 US dollars per kg to local traders or collectors. |
- In comparison, global yield averages are closer to 700 kg per hectare, and under more intensive production regimes, such as in nearby Vietnam, average robusta yields can go beyond 2 t per hectare.



Sustainable Coffee Initiative in Indonesia

- Gabungan Eksportir Kopi Indonesia (Gaeki) dan Pemerintah Indonesia berhasil membawa polemik penerapan sertifikat kopi lestari (coffee certification for sustainability) dalam sidang International Coffee Organization (ICO) pada Maret 2013. Demikian salah satu hasil penting delegasi Indonesia dalam sidang ICO sesi 109 pada 24-28 September di London. Ketua Umum Gaeki Hutama Sugandhi menjelaskan dalam acara seminar Coffee Certification for Sustainability pada 25 September dipresentasikan pandangan dari dua perspektif, yaitu negara konsumen dan negara produsen. Dari negara konsumen, para roaster dan LSM Coffee Certification mengupas soal keberhasilan dari penerapan Coffee Certification for Sustainability.“

A close-up photograph of several dark brown, roasted coffee beans. The beans are arranged in a slightly overlapping manner, with some showing the characteristic crack and crease. The lighting is dramatic, highlighting the texture and color of the beans against a dark, blurred background.

Sustainable Coffee Initiatives

- Sudah dilakukan sejak 2010, dalam skala yang belum besar.
- Sustainable mencakup banyak hal termasuk pelestarian lingkungan dengan menanam kopi di hutan penyangga sehingga petani tidak tergiur untuk membabat hutan.
- Penanaman pohon kopi di hutan penyangga dapat membantu mencegah erosi
- Apabila ditanam di bantaran sungai, maka jaraknya harus 6 meter agar bila menggunakan pestisida tidak akan masuk ke badan air.
- Harga jual harus wajar (fair trade) dan transparan. Dengan demikian kesejahteraan petani kopi akan terjamin.



Sustainable Coffee and Mother Earth

- Improved natural resource management and biodiversity conservation.
- Crop resilience to weather and climatic risk
- On-farm diversification and fewer external input cost reduce financial exposure.
- Community of organizational development
- Fewer health risk due to misuse of agrochemicals



Loca-Coffee – Drink local coffee

- Kapal Api adalah satu-satunya perusahaan kopi yang memiliki perkebunan kopi sendiri.
- Excelso adalah kafe pertama yang memperkenalkan konsep minum kopi sebagai gaya hidup. Juga yang pertama memberikan layanan kepada konsumen untuk minum kopi yang langsung digiling sebelum disajikan.
- Berbagai kopi single origin dipromosikan di Excelso, sehingga turun mendorong budaya menikmati kopi lokal --- memotong jejak karbon dan cinta tanah air.