

REPORT ACTIVITIES SCAA EVENT 2016 (INDONESIA AS PORTRAIT COUNTRY)

Prepared for Veco Indonesia

BACKGROUND

Sustainable Coffee Platform of Indonesia (SCOPI) is a nonprofit organization initiated by multi stakeholders coffee in Indonesia. The objective of SCOPI is to promote and enhance public private partnership in coffee commodities to achieve economic opportunities for farmers, food securities and environmental sustainability.

To achieve the complete sustainability chain of coffee SCOPI Board realize that SCOPI need to engaged & collaborate with other party specially with the governments and private sector. The engagement & collaboration can be done through linked the Taskforces Programs, as well as through Trade & Promotion Events.

SCAA (Specialty Coffee Association of America) event is the biggest coffee event in the world that held every year in America. The event of this year is very special because Indonesia will be as the PORTRAIT COUNTRY.

To achieve the success of this event, the government of Indonesia through its 4 Ministry (Ministry of Trade, Ministry of Industry, Ministry of Tourism, Ministry of Foreign Affairs) invite private sector through associations to get involve actively in this event. SCOPI and GAEKI are appointed to lead the **Coffee Auction** including the exclusive pre auction cupping session.

Since Januari 2016 government already announce to all coffee stakeholders to send the sample to be curated. Finally there are about 74 coffee samples from all over Indonesia. Only the top 20 of coffee will be brought to USA to join the Coffee Auction.

From the top 20 there are 5 coffees who owned by SCOPI member and there are 5 coffees who owned by Producer/Farmers that is under VECO program.

OBJECTIVES

Why to participate in SCAA event and Coffee Auction ?

- The objective of SCOPI is to promote and enhance public private partnership in coffee
- SCOPI is the new organization that needed to promote to strengthen the SCOPI position and existence
- SCAA is the biggest coffee event in the world
- There are 4 ministry involved on this event



- Indonesian Government entrusted SCOPI to lead one of the biggest part of the event during Indonesian program in SCAA i.e : **Coffee Auction**
- GAEKI also become SCOPI partner on this event, GAEKI is member of SCOPI and its representative is also the Chairman of Executive Board of SCOPI
- Coffee Auction is part to promote Indonesian Coffee through quality proof.
- Coffee Auction event have a good impact for coffee farmers to motivate them in maintaining their coffee quality and of course to enhance high value of their coffee.
- Coffee Auction become close engagement between grower, coffee buyer, roaster and end user
- Coffee Auction event also give a positive impact to support SCOPI Taskforces of Effective Farmers Organization, Transfer Technology and Sustainability Standard and Geographic Indication GI
- Facilitate market opportunities for farmers partners of VECO via auctions, exhibitions and other activities at the SCAA
- Monitoring coffee product of SCOPI Member and VECO partner farmers
- Top 20 of the best coffee (cupping score above 83) from 74 coffee samples, the 10 of them are SCOPI members and producer/farmers that is under VECO program which are :

Coffee Growers under VECO program area :

- Damas Agas/ Lodovikus Vardiman (Asnikom) – Flores
- Marselina Walu/Rikardus Nuga (Kaghanasa Cooperative) – Flores
- Sebastian Mbulu/Metty (Yayasan Tananua) - Flores
- Ellifas Pongrekun (Kaana Toraya Coffee) - Toraja
- Markus Pallalo/Yenny Tanri – Toraja

SCOPI member and board :

- Ayi Sutedia (Murbeng Puntang Cooperative) : Member & Member of Executive Board
- Anomali Coffee : Member & Secretary of Executive Board
- Javanero Coffee : Member & Chairman of Supervisory Board
- Muhammad : Member
- Julian Bagus (Hujan Mas Cooperative) : Member

DATE & VENUE

Date : 14-17 April 2016
Venue : Georgia World Congress Center - Atlanta, USA

PARTICIPANTS

- Private Company (Trader, Exporter, Importer, Roaster, Café)
- Producers / Growers / Cooperatives
- Coffee Associations
- Governments
 - Ministry of Trade
 - Ministry of Industry
 - Ministry of Tourism
 - Ministry of Foreign Affairs



THE ACTIVITIES

Preliminary preparation of the coffee auction event :

Based on the letter from the Ministry of Trade No. 461/PEN.5/SD/12/2015 dated December 23, 2015 the Ministry of Trade invite all coffee association to blast to their members and link for join the coffee auction event by sending their best coffee samples (only Arabica coffee) to the curator.

Based on the letter from the Ministry of Trade No. 04/PEN.5/UND/2/2016 dated February 1, 2016 SCOPI and GAEKI pointed by Ministry of Trade to manage the event of Coffee Auction during SCAA Expo 2016 at Atlanta America that Indonesia become Portrait Country.

Based on the letter from the Ministry of Trade No. 65/PEN.5/SD/2/2016 dated February 26, 2016 about the results of Coffee Curation for SCAA 2016 , the preparation of specialty coffee selection process has managed to collect 74 samples of coffee all over Indonesia receive by Caswell's Coffee Lab in Jakarta as the Curator of the event. From the 74 samples, the curator has selected 20 best samples of coffee with scores above 83 (based SCAA Cupping Score & Cupping Protocol).

On the basis of the availability of products from the Coffee Growers / Producers / Owners who intended to Auction Role in accordance with the amount of coffee, deadline for delivery also the quality of the coffee which delivered, Curator decided to pass a total of 17 coffees with details as follows :

Bag ID Code	Berat Bersih Kopi (kg)	Cupping Score	Daerah	Pengolahan	Petani	Nama Perusahaan	PIC
ID:01	20	86.25	Gunung Puntang, West Java	Honey Process	Ayi Sutedja	Paguyuban Kel. Tani Murbeng Puntang	Ayi Sutedja
ID:02	33	84.75	Mekarwangi/Sindangkerta, West Java	Wethull	Wildan Mustofa	CV. Frinsa Agrolestari	Atieq Mustikaringtyas
ID:03	60	84.50	Manggarai Flores, East Nusa Tenggara	Fullwash	Lodovikus Vadir	Asosiasi Petani Kopi Manggrai (ASN)	Damas Agas
ID:04	60	84.00	Pengalengan, West Java	Honey Process	Ir. Slamet Prayogo	PT. Sinar Mayang Lestari	T. Syam Anif
ID:05	60	83.58	Atulintang, Aceh	Wethull	Hamrita	PT. Djasa-Djasa	Hendry Cho
ID:06	60	83.50	Sapan, Toraja, South Sulawesi	Dryhull	Yehzkiel, Hermin	Kaana Toraja Coffee	Elifas Pongrekun
ID:07	60	83.50	Bali			PT. Indokom Citrapersada	A. Syafrudin
ID:08	60	83.33	Aceh Tengah, Aceh	Organic Process	N/A	Ketiara PT Gayo Organic	Rahma
ID:09	13	83.33	Cibeber, West Java	Honey Process	Asep	Anomali Coffee	Irvan Helmi
ID:10	60	83.25	Desa Catur, Kintamani, Bali	Washed Process	I Ketut Jali	Tri Guna Karya	I Ketut Jali
ID:11	20	83.17	Gunung Tilu, West Java	Honey Process	Dedi Darmadi	PT. Javanero Indonesia Arta	Indradi
ID:12	60	83.08	Bolokan, Bituang Toraja, South Sulawesi	Fullwash	Markus Palallo	Markus Palallo	Yenny Tanri
ID:13	60	83.08	Golewa, Wajamala, Flores, East Nusa Tenggara	Fullwash	Marselina Walu	Koperasi Kaghanasa	Rikardus Nuga
ID:14	60	83.08	Desa Redelong, Bener Meriah, Aceh	Wethull	Malik	Ventura Coffee	Johannes Gunawan
ID:15	60	83.00	Weninggalih, Sindangkerta, West Java	Wethull	Wildan Mustofa	CV. Frinsa Agrolestari	Atieq Mustikaringtyas
ID:16	60	83.00	Ende, Flores, East Nusa Tenggara	Semi Wash	Sebastianus Mbo	Yayasan Tana Nua Fores	Metty
ID:17	60	83.00	Gunung Sumbing, Central Java	Fullwash	Sigit Prasetya	Kel. Tani Hujan Mas	Julian B. Gumay



Before the auction day :

- Committee (SCOPI & GAEKI) prepare and produce all documents to support marketing & operation event, such as : flyer, standing banner, backdrop, auction book, bidding card, registration form and bidding form.
- Committee prepare all the equipments, tools & other support for the event days
- Committee prepare the shipment and all the shipments required documents
- Committee promote the event and invite prospect buyers

Key Dates Activities of Road to the Auction :

- 15 January : Latest day of coffee sample received at the curator lab
- 26 February : Confirmation from the Ministry of Trade regarding the result of coffee curation
- 4 March : Latest day of total coffee bag received at the curator lab
- 29 March : Finish of final check of quality and quantity
- 3 April : Shipment coffees to USA
- 5 April : Shipment arrived at California Airport
- 6 April : Committee start to promote and send invitation to candidate of bidders/buyers
- 11 April : Coffee store at California Warehouse
- 12-14 April : Committee prepare & check for equipments, tools, layout, rundown, display etc.
- 15 April : Committee promote to visitors through standing banners, wall info spots, hand out flyers, booths visit, cupping activities, etc.
- 16 April : Auction Day
- 1:00pm : Bidder's Registration
 - 1:30pm : Coffee Cupping by Bidders
 - 2:15pm : Live Auction by the Auctioneer: Rocky Rhodes
 - 3:00pm : Payment & Settlement
- 17 April : Promote the result of the auction result and also the latest cupping day for visitors who would like to try the coffee sold in auction
- 4 May –14 June : Shipment process the coffee to each buyers and buyers received at their warehouse and makesure there is no complain from buyers regarding coffee quality & quantity
- 6-15 June : Final calcution of the transaction value (incl. warehouse fee, handling in & out fee)
- 16-21 June : Process of money transfer to the 17 coffee owners



REKAPITULATION COFFEE AUCTION RESULT SCAA ATLANTA 2016

(FROM HIGHEST TO LOWEST SOLD PRICE)

Bag ID Code	Net Weight (in kg)	PIC	Sold per lb (in USD)	Sold per kg (in USD)	Buyers Name
ID:01	20	Ayi Sutedja	25.00	55.00	Phil Goodlaxson
ID:02	33	Atieq Mustikaningtyas	14.00	30.80	Sean Boyd
ID:04	60	T. Syam Arif	11.25	24.75	Phil Goodlaxson
ID:03	60	Damas Agas	8.75	19.25	Krude Che Hao Lin
ID:09	13	Irvan Helmi	8.25	18.15	Jack Treatman
ID:11	20	Indradi	7.75	17.05	Brian Philips
ID:10	60	I Ketut Jati	5.75	12.65	Antonius Anugrah
ID:05	60	Hendry Cho	5.50	12.10	George Guthrie
ID:17	60	Julian B. Gumay	4.85	10.67	George Guthrie
ID:06	60	Elifas Pongrekun	4.75	10.45	Jack Treatman
ID:07	60	Justine	4.75	10.45	Phil Goodlaxson
ID:08	60	Rahma	4.50	9.90	Antonius Anugrah
ID:15	60	Atieq Mustikaningtyas	4.25	9.35	Phil Goodlaxson
ID:12	60	Yenny Tanri	4.00	8.80	Blue Mountain Coffee
ID:14	60	Johannes Gunawan	4.00	8.80	Michael Hill
ID:16	60	Metty	3.75	8.25	Antonius Anugrah
ID:13	60	Rikardus Nuga	3.65	8.03	George Guthrie

NOTES FROM THE EVENT :

- Total sample collected from all over Indonesia is more than 70
- Committee decided to only take the top 20 best with cup score above 83 with max 60kg/coffee , because :
 - This SCAA event is more for the promotion of Indonesian best coffee
 - The very high cost of shipment from Jakarta to America (borne by government)
 - The very high cost of the warehouse storage & handling fee (borne by coffee owner)
 - The tight requirements and rule regulation to send & release the coffee in USA
 - The limitation of the tools and equipments
 - The tight time on the auction day
- From the top 20 coffee, 10 of them are members of SCOPI and also from farmers organization under VECO program area
- From the top 20 coffee that passed the curation was only 17 who can deliver the quality and quantity on time as the delivery schedule requested
- From the 17 coffee, there are some coffee almost failed to pass on re-check procedure as because of the moisture content (one of them is coming from Farmer Organization under VECO program)
- From the top 5 highest rank coffee price sold, 4 of them are coming from West Java Area and 1 of them coming from Bajawa (ASNIKOM).
- Most of the buyers asking for the story behind the coffee (photos, details source of the coffee, culture, details coffee process) , but most of the coffee owner doesn't really have a professional presentation to promote their best coffee



DOCUMENTATIONS



Press Convergence by Ministry of Trade, Ministry of Industry, Coffee Associations



Registration for the prospect bidders / buyers



Visitors in Indonesian Pavilion During the Coffee Auction Event



Cupping (only for bidder / buyers)





The Auctioneer announce to start the auction and explain the rule to bid the coffee



During the bidding time



The Auctioneer shake hand to the highest bidder



Photos with the committee, ministry, some buyers on the closing auction event

BUDGET ALLOCATION

Financial report attached on separate file

