



Coffee

as a Nation Branding from
Indonesia



WHAT'S INSIDE

Up till now, coffee is still placed as one of Indonesian top export products. The coffee sector involves many stakeholders, from farmers, coffee processing industry, exporters, traders, consumers and other supporting institutions. At the same time, this product branding could be an important part of Indonesian nation branding.

editor's desk

Dear valuable readers,

Coffee is rising again as coffee culture take its place as an inseparable part of daily life. Coffee production involves more than 70 countries in the field of production but almost all nations in the world for trading and consumption.

Having such a rich biodiversity, human resources and Government support, Indonesia still has a lot of potential to fulfill the robust growth demand of coffee products around the world. Indonesian coffee is still known as a commodity but Indonesia actually has a lot more to offer especially from its unique, top quality and abundant choices of specialty coffee to make Indonesia as one of top suppliers in the world.

Nowadays, with supports from many institutions, Indonesia also offers its capacity as the fourth largest producer of coffee in the world.

Export News this February Edition will discuss about Indonesian export of coffee, starts from the market review, glimpse of product review, export development as well as important information to assist readers whom attracted to source coffee, especially specialty coffee from Indonesia. This edition also contain exporters list for coffee products.

Hopefully you enjoy the reading. Welcoming you to sourcing from Indonesia.

Thank You



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FROM INDONESIA

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Promotion Center (ITPC)





HOT ISSUE

Coffee

as a Nation Branding from
Indonesia



Coffee was popular with the name after one of Indonesian Islands, Java. If you order Java, you will get a cup of coffee. Back then, Java coffee was really popular in the consuming countries, especially in Europe.

Up till now, coffee is still placed as one of Indonesian top export products. The coffee sector involves many stakeholders, from farmers, coffee processing industry, exporters, traders, consumers and other supporting institutions. At the same time, this product branding could be an important part of Indonesian nation branding. Therefore, Indonesian Government put more and more concern to the development of this sector.

Ministry of Trade Republic of Indonesia brought the name of Indonesia as the best coffee producer in various arena of global promotion as a nation branding. One of the efforts for Indonesian coffee branding was through the Specialty Coffee Association of America (SCAA) 2016 Expo in Atlanta, United States of America. Indonesia was a portrait country in the event as a form of appreciation from SCAA, the largest specialty coffee association in the world, to the best coffee-producing countries. On the occasion, Indonesia exhibited 17 special types of coffee that have been tested by Caswell's Coffee, the only coffee laboratory in Indonesia that meets SCAA standard. The coffees are produced from five islands in Indonesia, namely Sumatra, Java, Sulawesi, Bali, and Flores.

In 2017, the Ministry of Trade has participated in other four international coffee fairs, namely Seoul Coffee Expo Seoul South Korea, World of Coffee Budapest Hungary, SCAJ Japan and South Korea Cafe Show. In addition, the Trade Expo Indonesia 2017 brought signed contract purchases of Indonesiamn coffee by Egyptian coffee importers, and a further purchase from the Egyptian trade mission 2017.

In 2018 the Ministry of Trade continues to support and participate in promoting Indonesian coffee products through promotional activities such as Global Specialty Coffee Expo (SCAA) in Seattle USA and World of Coffee 2018 in Amsterdam Netherlands.

Last but not least, Indonesia, under the Ministry of Trade collaborating with co-organizer also held Trade Expo Indonesia, the biggest Indonesian export potential products. This 2018 event is going to be the 33nd celebration of TEI. Coffee is one of important sectors that attract and bring buyers and exhibitors together in the platform.

Observing trends and products directly is not the only advantage of attending trade fair or exhibition. Buyers and exhibitors can continue to do site visit to the factories and plantations in Indonesia. There, buyer can learn and gather more information and experience the story behind the production. In other words, experience is the best teacher.

Experience the wonderful Indonesia. See you at the fairs!

MARKET REVIEW



In today's world, coffee is an inseparable part of daily life for billions of people around the globe. For coffee drinkers, morning would be started after sniffing the aroma of freshly brewing coffee and sipping it as soon as possible to prepare them for the day. Nowadays, drinking only one cup a day is not usual since more and more people demanding their second and third cup of coffee. According to the latest coffee statistics from the International Coffee Organization (ICO), globally, around 1.4 billion cups of coffee poured a day. The figure made coffee as one of the most favored non-alcoholic beverages in the world after water and tea.

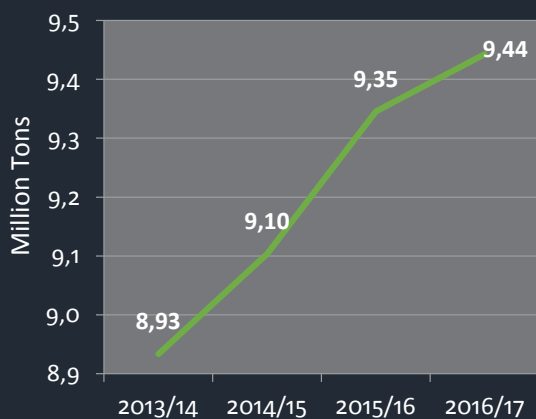
Furthermore, world coffee consumption showed a positive trend with average of 1,9% per year during 2013 to 2017 period. There were several reasons behind this figure. Coffee culture arise as a new trend, especially in the developing market where urbanization takes place significantly. Coffee has gaining popularity as many coffee shops, cafés and restaurants flourish and offer coffee as part of their all day beverage menu. The positive trend is also expected to last for the next future due to growing consumption in the productive age population. In 2015, ICO predicted that up to 2020, the global demand for coffee would increase by 25% following westernization in developing countries, including China, India and Latin America.

Asia and Ocenia shared more than one fifth of global coffee consumption and contributed highest consumption growth of 3.8% per year during 2013-2017. Although developing countries are the motor for coffee consumption growth with average growth, especially developing Asia, developed countries are still the major markets for coffee, mainly in European and American region. One third of global coffee consumption was represented by European region and another one third by combined North and South American region.

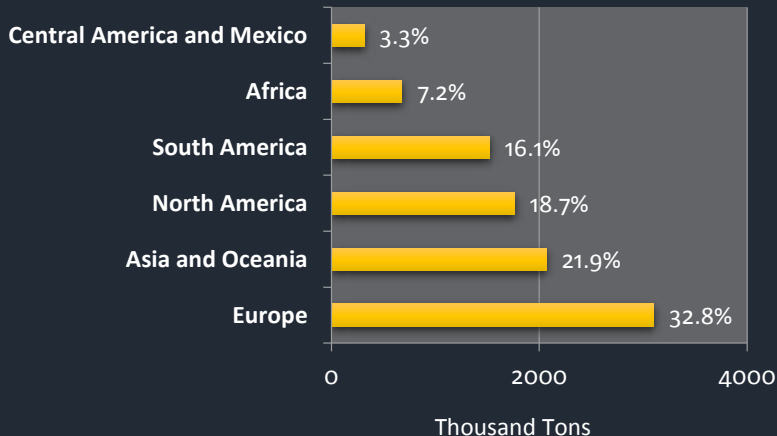
Some countries can be considered as heavy coffee drinking nation. By average coffee consumption in population, this is by far achieved by European market. Scandinavian countries are known to be very fond of this beverage, especially Finland and Sweden. On average, Finn drink around 1,310 cups per year, which means almost four cups a day.

On the other side, there are 70 coffe producing countries. Coffee can only be produced in tropical and hot sub-tropical countries. The majority of coffee plantation and production covered developing countries especially in Asia, Africa and South American region. Coffee production in those regions reaches 90 percent of total world coffee production. At the same time, their consumption is not that high. This is one of the reason that coffee is among the most traded commodities

World Coffee Consumption

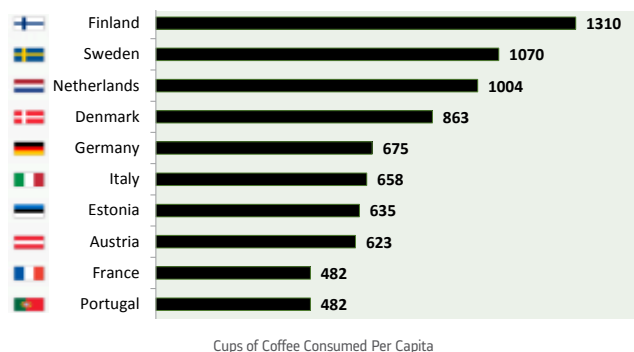


Coffee Consumption by Region, 2016/17



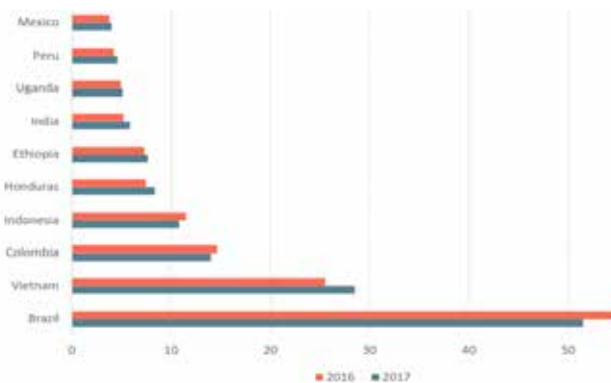
Source : International Coffee Organization, 2018

Europe Top Ten Coffe Drinking Countries, 2015



Source : Statista Consumer Market Outlook

Production in ten largest producing countries (Million 60KG)



Source : Coffee Market Report ICO, 2018

in the world. Moreover, looking at the geographical production and consumption, coffee overflow from South to North part of the globe.

Indonesia is among the top coffee producing and exporting countries. Based on Coffee Market Report ICO (2018), in terms of production, Indonesia ranked fourth as coffee producer after Brazil, Vietnam and Colombia in 2017. Naturally, coffee is grown in the tropical area but best in the equatorial zone. Typically warm days and cold nights of mountainous and tropical environment formulate the natural chemicals of the green bean such as fragrance and aromatic compound, flavor, organic acids, sugars and sweetness — that make coffee bean precious and delicious. With the advantageous environment, Indonesia would maintain to be one of coffee producing countries in the world.

Commercially there are two types of coffee traded, arabica and robusta. From those two types, arabica coffee is considered superior than robusta. In the consuming countries, arabica is preferred because of its taste, aroma, varied flavors and acidity. While robusta beans contain more caffeine and taste bitter. But in the producing countries, robusta is planted because it is easier to grow and to harvest and also tends to yield more than arabica. Resembling the name, robusta coffee is more robust to disease and insect. This type of coffee was developed later than arabica as driven more by production side. The development of technology in the coffee sector to reduce the bitterness of robusta beans has also brought advantages to the development of this type of coffee. By reducing the bitterness of robusta coffee, roasters can use more robusta for their blends, such as espresso and instant coffee.

Coffee plantation in Indonesia was closely related to colonial age. According to the Association of Indonesian Coffee Exporters and Industries (AICE), arabica beans were brought by the Dutch through Batavia (Jakarta nowadays, in the Island of Java) in the 17th century. It was cultivated in an area called Pondok Kopi (meaning Coffee Hut) in East Jakarta. And soon, it was spread to all other islands of Indonesia, like Sumatra, Bali, Sulawesi and Timor.

At that time, coffee was the main commodity traded by The Dutch East India Company or VOC (Verenigde Oost-Indische Compagnie). Java Coffee (coffee planted in the Island of Java) from Indonesia then was introduced in Europe and very famous there. That's why "A cup of Java" got its name to place the term "a cup of coffee".

For almost two centuries, arabica was the only type of coffee commercially cultivated in Indonesia. But then, after hit by leaf rust disease, arabica coffee in Indonesia suffered great loss, only at certain altitudes that it could survive. The remaining areas are still perceived as arabica coffee plantations up till now, growing coffee with specific geographical indications, known as specialty coffee.

To overcome the problem of production, liberica coffee was brought to Indonesia. But later it was found out that this type of coffee was not resistant as well to leaf rust disease and not preferable either to consumers since the taste was sour. Some of the plantations of liberica coffee still exist in Indonesia, in small insignificant land area coverage. Robusta then brought to Indonesia in the year of 1900 and turned out to grow well, especially in lowland areas.

The coffee plantation spread across the country, from Aceh to Papua, with a different or specific taste and aroma. The combination of heat, humidity, rainfall, elevation, and soil quality affects coffee beans differently so that the coffee bean could deliver different tastes and scents even though it is from a similar variety of coffee plant. Besides its variety, quality is also an important point in the coffee industry. Although arabica beans are considered superior to robusta, but the name arabica is not the absolute guarantee of quality. The tastiest beans come from plants that are not only cultivated in warm, humid tropical environments, but in terrain that sits at high elevations. Worldwide, arabica is produced around 75-80% of coffee total production, but the quality is highly varied from lowest to highest. Only under 15% of arabica produced is of the high grown to best quality, that falls to the specialty coffee category.

Area of Best Grown Coffee

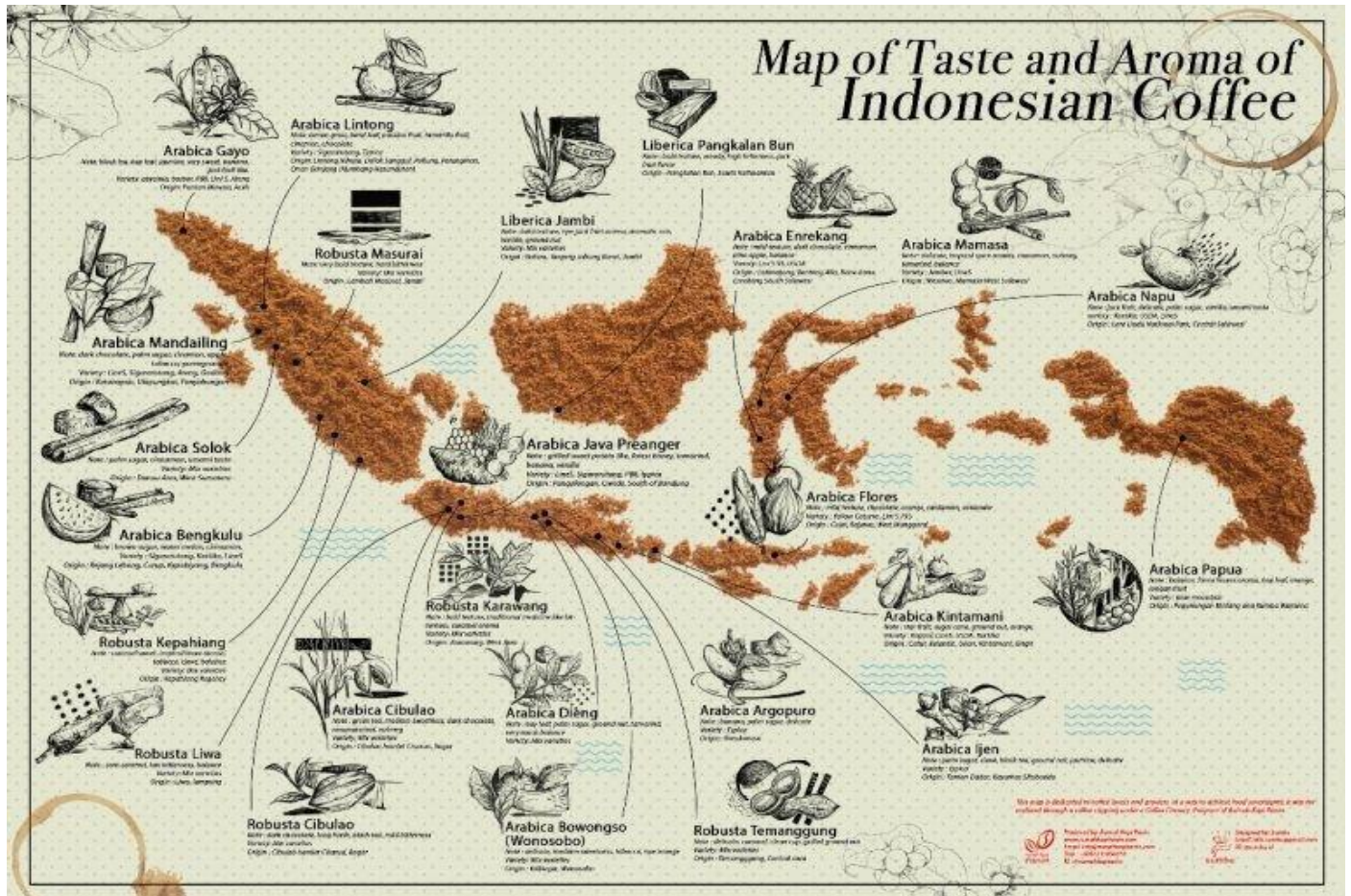


Source : <http://www.businessinsider.com/>

According to Specialty Coffee Association of America (SCAA), specialty coffee term is used to define the highest quality level of material and process of roasting, brewing to bring the greatest flavor potential and well-established standards. As a raw material, the specialty coffee means green bean that has no defects and has distinctive character to be served, with the minimum cupping score of 80 when graded to SCAA standards. That's why, growing coffee with specifically geographical indication and high quality green bean, known as specialty coffee is one of the biggest concern in the world regarding sector, including Indonesia's interest.

Indonesia is one of the country rich with specialty coffees. As published by Remarkable Indonesia Coffee website, generally, Indonesia's specialty coffee has a full body and relatively low acidity. There are diversities of specialty coffee among the islands of Indonesia. Various aroma range from ashy, burnt, caramel, chocolate, cereal or toasty-like, floral, citrusy, nutty, spicy, whiney, earth to tobacco-like. The taste could also vary, from acid, bitter, sweet sour, to salty. The combination of two or more aroma and taste is possible. The typical cupping profile of each regions can be found as The Specialty Coffee Association of Indonesia listed the characteristics.





Source : <https://bumikopi.com/>

Specialty Coffee of Sumatra Islands is known for its intense flavor, with cocoa, earth and tobacco aroma. Java brings good, heavy body with a lasting finish and herbaceous note. Meanwhile, Bali specialty coffee tends to be sweeter than other Indonesian coffee with nut and citrus aroma. Sulawesi on the other hand offers good sweetness and warm spices note. Flores coffee has heavy body, sweetness together with chocolate and tobacco aroma. Last but not least, Papua coffee has heavy body with chocolate, earth and spicy finish.

As of 2017 there are 20 Geographical Indication of Indonesian Coffee, namely Fine Robusta Bali Pupuan, Sumatera Arabica Aceh Gayo, Sumatera Arabica Lintong-Toba, Sumatera Arabica Koerinci Natural, Sumatera Arabica Solok Minang, West Java Arabica G. Tulu, West Java Arabica Preanger Kaboa, Central Java Arabica Temanggung, Arabica Java Estate (3 Types), Bali Arabica Kintamani Natural, Bali Arabica Kintamani Blue Moon, Flores Arabica Bajawa, Sulawesi Arabica Toraja Sapan, Sulawesi Arabica Toraja – Padamaran AA, Fine Robusta Sumatera Bengkulu, Fine Robusta Flores Manggarai, and Fine Robusta Java Temanggung. Additional areas will follow soon.

Indonesian coffee plantation consisted of smallholding plantations and large plantations. According to Statistics of Indonesia, in 2015, coffee plantation covered the area of 1,23 million hectares where smallholding plantations accounted majority of 96,12% of the total. Indonesian

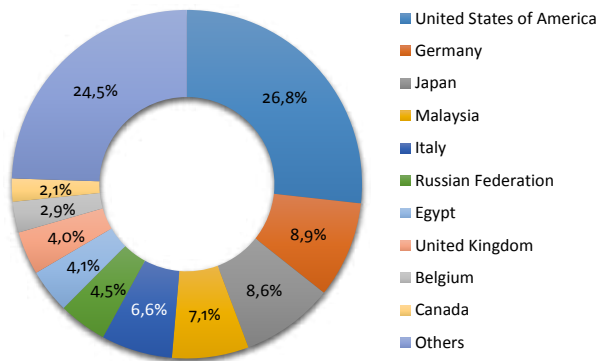
coffee production is export oriented. Even though smallholding are the majority source of Indonesian coffee but the coffee industry is pretty much export oriented. Inasmuch as 67% of this country production exported to international market, while the rest is distributed and sold domestically.

Indonesia has been exported coffee around the globe. Three quarters of Indonesian export goes to top ten destination countries in the world, mostly to United States and Europe. Meanwhile export to non-traditional countries and domestic consumption also rise up. Coffee culture is being a part of lifestyle in most countries in the world.

Nowadays, based on its type, robusta coffee is the most type produced in Indonesia with the share of around 80% while arabica is accounted around 20% of total production. Although only plays relatively small portion of export value, Indonesian arabica coffee is exported with the best quality grade and is acknowledged as a quality brand of specialty coffee. This has positioned Indonesia as the second largest specialty Arabica coffee exporter in the world.

Aside from its quality and unique product attributes, organic farming has now begun a part of some coffee plantation and practices. There are currently some types of specialty coffee with organic label and have international organization certification as well as certification of geographical indication.

Indonesian Top Destination Countries for Coffee Export, 2016



Therefore, if you only know Indonesian coffee as a commodity you should think again, because you can find high quality single origin beans here with many advantages and story behind the products to offer to the world.

If you are interested in sourcing coffee products from Indonesia and further queries regarding importing coffee products from Indonesia, please contact Customer Service Center DGNE (email to csc@kemendag.go.id)



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1. MEUKAT KOMUDITI GAYO, PT

Jl. Soekarno Hatta, Kampung Tebet, Kec. Bebesan, Kab. Aceh Tengah, ACEH

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Mobile: (62) 8116096107
Website: www.meukat-gayo.com

Products: Specialty Coffee, Gayo Coffee
Contact: Iwannitosa Putra

2. KAPAL API GLOBAL, PT

Jalan Taman Jatibaru Barat No. 1-3, Cideng, Kota Jakarta Pusat, DKI Jakarta 10150

Tel: (62-21) 3503881
Fax: (62-21) 3503879
Email: info@kapalapi.co.id
Website: www.kapalapi.co.id

Products: Extracts, Essences And Concentrates Of Coffee.
Contact: Indra Boediono, Soedomo Mergonoto, Dharma Jaya, Erry, Jimmy Novanda

3. COFFINDO, PT

Jl. Sei Besitang, No.18B, Sei Sikambang D, Medan Petisah, NORTH SUMATERA

Tel: (62-61) 4569995
Email: office@coffindo.com
Website: www.coffindo.com

Products: Coffee Beans, Robusta Coffee, Arabica Coffee
Contact: Irfan Anwar, Ikrama Anwar, Sri Ulina Pinem

4. SULOTCO JAYA ABADI, PT

Jl. Ir. Sutami No. 9 Makassar, SOUTH SULAWESI, 90245

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Fax: (62-411) 4730 784
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Website: http://www.sulotcorantekarua.id/

Products: Coffee Beans, Arabica Toraja Coffee
Contact: Yenny Tanri

5. SABANI INTERNATIONAL, PT

Puri Sentra Niaga Blok A-9 Jl. Raya Kalimalang Jakarta Timur 13620

Tel: (62-21) 8607735
Fax: (62-21) 8601338
Email: syafrudin@sabani.com
Website: www.sabani.com

Products: Arabica Coffee, Robusta Coffee
Contact: Syafrudin

6. SINAR MAYANG LESTARI, PT

Jl. Kp. Cigendel RT. 03/12, Desa Margamulya - Kec. Pangalengan, Bandung WEST JAWA

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Website: www.malabarmountain.com

Products: Malabar Mountain Specialty Coffee
Contact: Ananta Prastowo Wahyudi, Ir. Slamet Prayogo

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Tel: (62) 811385059
Email: info@mundukcoffee.com
Website: www.mundukcoffee.com

Products: Bali Organic Coffee

8. DOMBA BALI PERSADA, PT

Jl. Mertanadi II No. 77, Abian Base - Kuta, Badung BALI

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Email: info@dombacoffee.com
Website: www.dombacoffee.com

Products: Bali Coffee Beans

9. TOARCO JAYA, PT

Jl. Kapasa Raya No. 29, Makassar, South Sulawesi 90242

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Website: www.toarco.com

Products: Specialty coffee, Arabica Toraja Coffee
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