

COFFEE IN INDONESIA

From Soil Preparation to Shipping:
a **Digital Revolution** is Coming to Indonesia...
Just in Time

An Entire Region Of Opportunity

COFFEE IN INDONESIA

There is a story behind why coffee contains so many opportunities for Indonesian farmers.

The majority of Indonesian farmers in coffee growing areas are smallholders and unable to afford to move into coffee production on their own. Cooperatives have increasingly evolved to provide the network and support to ensure a high grade output.



Inefficiencies in manual data collection and management have not allowed farmers to leverage the power of aggregate decisions and support. While domestic and export markets are available, gaining a premium price has not been easy. The cost of operations is higher than the production value, and there is no institutional assistance or easy marketing channels for coffee.



Rapidly changing weather conditions due to climate change and the proliferation of pests and diseases further complicate the situation for farmers.

The combination of these challenges means that many Indonesian farmers are not capitalizing on the revenue opportunities of this crop.



"The Solok Radjo cooperative is an exciting opportunity to prove the effectiveness of the Dimitra Connected Farmer solution in Indonesia. This opens opportunities across Sumatra and Indonesia, which are enormous."

Dimitra's Indonesia Country Partner, Ricky Tanudibrata

"Partnering with Dimitra is important for Solok Radjo to realize an integrated, data-based, sustainable coffee enterprise. We are greatly looking forward to working with Dimitra's Connected Farmer platform to provide a more structured approach to our production and to allow us to meet the requirements of our export partners while helping the environment and ultimately the lives of our cooperative community."

Head of Solok Radjo project, Alfadriansyah

INDONESIA'S FARMERS
NEED INTEGRATED TOOLS
TO MAXIMIZE YIELDS

**That's where
Dimitra comes in**

We are on a **Mission** to...

Ensure traceability

Ensure exportability

Increase coffee yields

Improve coffee quality

Ensure Traceability

The Dimitra Connected Farmer App provides a system that can ensure quality and processes, creating visibility where there often has been none. This enhanced transparency through the supply chain has benefits for producers, farmers, buyers, and consumers.

Ensure Exportability

The ability to export relies on a farmer's ability to understand and meet export market requirements. Regulatory and compliance issues often relate to food safety, and the better equipped farmers are to meet these standards, the more they can export for higher earnings.

Increase Coffee Yields

All farmers benefit from increased yields. The Dimitra Connected Farmer App supports that goal by providing tools for data-driven farming. Outcomes are positive, whether a farmer needs to rehabilitate the soil or make strategic operational shifts to improve the quality and volume of coffee crops.

Improve Coffee Quality

Standardized processes are the only way to achieve predictable quality. Farmers can work toward repeatedly producing the best tasting coffee, another key determinant to engaging in profitable export business.



Photos of Ricky Tanudibrata and coffee farmers at one of Solok Radjo's coffee drying facilities

Did you know...

Reaping coffee cherries when perfectly ripe is the way to ensure optimal coffee flavor, attracting specialty buyers. Managing crop cycles and conditions is the only way to capitalize on that opportunity.

The sweet aroma of success

With Dimitra's Connected Farmer Platform, participating farmers in Indonesia are able to blend practical knowledge with scientific technologies and more efficiently use natural resources. They can adopt suitable farming technologies at low or no cost, and benefit from precise management practices.

The future of Coffee in Indonesia

The commercial agreement between Solok Radjo (3,300 coffee farms), which sell to specialty roasters in the US and Europe, allows Dimitra to put efforts into play that digitize the entire coffee process, from soil preparation to shipping to lucrative export markets for sale.

This digital revolution transforms the growth potential of farms throughout Indonesia first, then throughout the whole region.

To learn more about the types of agriculture technology Dimitra is providing for farmers in Indonesia and around the world, visit

www.dimitra.io



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