

KAPUCIN

Kabar Seputar Cerita Inspiratif SCOPI

Moderator

Pembicara

Diskusi Kopi (DISKO) Virtual:
Antisipasi Dampak COVID-19 terhadap Sektor Kopi di Indonesia
16 April 2020, 14.00-15.00 (WIB)*

Daftar Sekarang

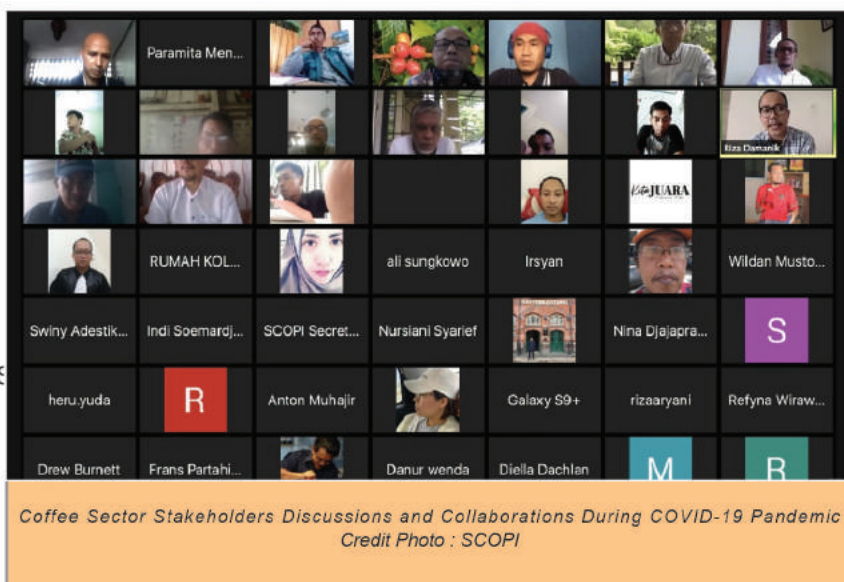
*Pemerintah terbiasa
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Headline

Coffee Sector Stakeholders Discussions and Collaborations During COVID-19 Pandemic

by Swiny Adestika

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The COVID-19 pandemic affected many sectors in Indonesia, including agriculture sector, small-medium enterprises as well as the coffee supply chain. Many industries can be said as 'unprepared' to face the impacts of this pandemic. SCOPI seeks to facilitate and connect various stakeholders, members and the Government, as well as to be a channel which gather and provide inputs, aspirations and related data to ensure the sustainability of coffee production, farmers income and coffee sales.

The Executive Director of Sustainable Coffee Platform of Indonesia (SCOPI), Paramita Mentari Kesuma explained, based on the short survey done by SCOPI toward its members, Master Trainers (MTs) and their assisted coffee farmers in 15 provinces, both MTs and farmers are aware of the COVID-19 pandemic. "It can be said that 90% of respondents know about COVID-19, but most of them have not obtained information regarding anticipatory, supports or assistance that provided by both Central and Local Governments to cooperatives, small businesses or coffee farmers," she said.

Editor in Chief's Notes

Hi, #CoffeeWarriors!

We wish you and your families a good health. The growing pandemic of COVID-19 in the Indonesian society and the Large Scale Social Restrictions (PSBB) adoption have been increasingly affecting all elements of the society, whether it is health/ physically, psychological, economic conditions, lifestyle and others. In urban areas, learning and working from home have become the new normal for the last 10 weeks. Our prayers, supports and sympathy for all of our heroes in the vanguard who faithfully serve our community

As seen in various news, not all elements of society adhere to the PSBB and not for urgent reasons. This is alarming for sure. A manner emerged these days, called #IndonesiaTerserah, that probably led by sense of acknowledgement, gratitude or ignorance, most people inevitably begin to live in a phase of accepting the condition of "The New Normal".

The same thing happened to actors along the supply chain of Indonesian coffee sector, from downstream to upstream. Although SCOPI program provides attention to upstream activities (Master Trainers and coffee farmers), we observe that the impact of hampered cash flow and logistics in downstream and along coffee supply chain, will also eventually impact the upstream. The impacts vary on Premium, Specialty & Commercial coffee, as well as coffee production areas that are currently or will be in harvest season. For this reason, a holistic approach needs to be taken in raising the aspirations of stakeholders, and formulating collaborative steps that can be taken.

In this KAPUCINO May 2020 edition, we share some of the activities and efforts that have been carried out by our stakeholders in the midst of COVID-19 Pandemic. Hopefully these activities can inspire and promote positive enthusiasm for our readers. Last but not least, representing the SCOPI family, we would like to say Happy Eid Al-Fitr 1441 H.

Through this survey, SCOPI also learned the types of assistance during the COVID-19 pandemic which are expected by farmers. MSMEs, supply chain actors and exporters expect Government's supports in the form of direct financial assistance (financing), cash assistance (Bantuan Langsung Tunai / BLT), operational costs, tax incentives, warehouse receipts that can be accessed by farmers, actors in the supply chain and SME employees.

These survey results were presented in the Virtual Coffee Discussion (DISKO) on April 16th, 2020. This discussion highlighted the topic of "Anticipating Covid-19 Pandemic impacts on the Indonesian Coffee Sector", which presented 3 speakers, namely M. Riza Damanik, Special Staff of the Minister of Cooperatives and SMEs, Ir. Hendratmojo Bagus Hudoro, MSc, Sub-directorate of Refresher Plants, Directorate of Annual and Refresher Plants, Directorate General of Plantations, Ministry of Agriculture Republic of Indonesia and Wildan Mustofa, Owner of CV. Frinsa, as a representative of coffee entrepreneurs and SCOPI Members. In addition to conveying Government programs and policies related to the coffee sector affected by the COVID-19 pandemic, proposals for granting bailouts or direct financial assistance to farmers, actors and SMES in the coffee supply-chain, as well as the proposals for replanting in community's coffee plantations were also presented to all speakers who were Government institutions representatives. "During the discussion which was attended by 137 participants, coffee businesses and SMEs stated that they would continue to purchase coffee yields from farmers, yet subject to existing conditions," Mentari continued.



SCOPI hearing with the Head of Lampung Province Plantation Office
Credit Photo : SCOPI

SCOPI's initiatives were welcomed by the Ministry of Cooperatives and SMEs who followed up by holding a further focused discussion to summarize data, aspirations, problems and proposals from coffee sector SMEs and cooperatives, which were then presented at a meeting with President Joko Widodo.

May you and your family are blessed with peace, happiness, health and love.

Warm greetings from us and keep the spirit of #SustainableCoffee!

Team KAPUCINO



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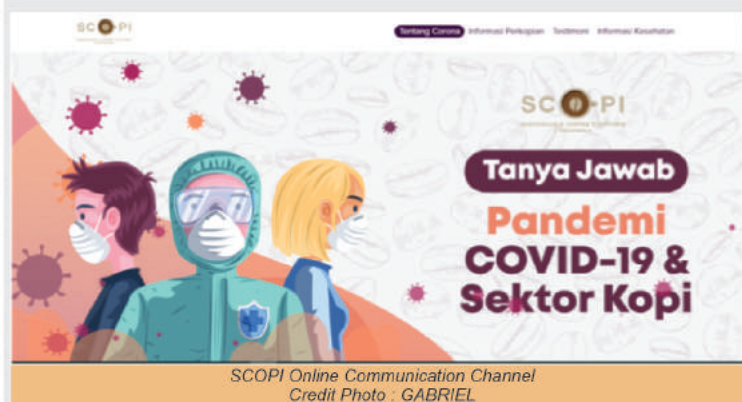


Purnama Graha
Layouter

"SCOPI highly appreciates the supports from Ministry of Cooperatives and SMEs that embrace various cooperatives and SMEs in coffee sector. We support by collecting indicative data from 86 SCOPI Master Trainers in 15 Provinces related to coffee production data from assisted farmers, indicative data on café management cost per month from SCOPI members in Lampung, and indicative data on coffee absorption by cooperatives that assisted by SCOPI members," said Mentari.

One of SCOPI's main concerns is coffee farmers welfare, especially during COVID-19. Therefore, a virtual meeting with the Head of the Lampung Provincial Plantation Office, Mr. Ir. Edi Yanto, M. Si was conducted on May 6th, 2020. The hearing discussed the Kartu Petani Berjaya (KPB) program which is a digital platform to record farmers data in Lampung, including coffee farmers. In the future, farmers who are registered in this KPB program will entitled for various facilities and supports from the Lampung Provincial Government. "At this hearing, the potential partnership with SCOPI was discussed in the KPB program, such as the possibility of training implementation collaborating, farmers assistance and data collection. SCOPI's MTs are quite a lot in Lampung Province, which also the largest Robusta coffee producer in Indonesia. This potential partnership is also our effort to protect coffee farmers from negative economic impact during COVID-19 pandemic," Mentari said.

Furthermore, SCOPI is also preparing an online information channel titled Questions and Answers of COVID-19 Pandemic and Indonesia Coffee Sector which can be accessed on <http://www.scopi.or.id/tanya-jawab-pandemi-covid19-dan-sektor-kopi/>. Herewith SCOPI summarizes various questions and information related to coffee sector and COVID-19, including policies issued by Government. Hopefully this channel can be a reference for coffee businesses, coffee farmers and consumers. As stated by the Executive Board of SCOPI, SCOPI's current position is to capture aspirations of stakeholders and invite collaborative movements or actions.



Coffee Farming

Intercropping in Coffee Plantations: Economic Solutions for Farmers

by Swiny Adestika

According to litbang.pertanian.go.id, cropping pattern is a planting process in a land by arranging the layout and sequence of plants for a certain period of time including the tillage and not planted processes. Planting patterns in the tropical regions are usually arranged for one year with regard to rainfall, especially in areas or land that is entirely dependent on rainfall.

SCOPI Master Trainer, Mr. Gabariel Purba, has been implementing intercropping practices on his Arabica coffee plantation in South Paranginan Village, Humbang Hasundutan District, North Sumatera. "Intercropping is very common in the North Sumatra region, especially in Humbang Hasundutan District. Commodities commonly planted next to coffee are potatoes, vegetables such as cabbage, mustard greens, tomatoes and chillies. In my garden, we have been intercropping coffee with cabbages and potatoes since 2018," he said.

Monoculture and polyculture are the main practices in agriculture. Monoculture refers to growing specific type of crop in an area, while Polyculture means growing more than one type of crops in an area, which are planted in sequences and with careful planning, as well as the application of better environmental aspects. The application of polyculture planting patterns can be done in at least 5 ways: Intercropping, Multiple Cropping, Relay Cropping, Mixed Cropping and Sequential Planting. Intercropping is the most commonly applied method, including in coffee plantations.



KREDIT FOTO: GABRIEL

Intercropping Arabica Coffee with Potatoes

Credit Photo: GABRIEL

Intercropping coffee with potatoes is carried out in 0.5 hectares of land, while cabbage is done in 2 hectares of land. "We choose plants that are suitable for the highlands. We plant cabbages and potatoes in between 2 coffee trees. Normally in 2x2.5 meters area," Gabariel explained.

Similar with Gabariel, SCOPI's other Master Trainer, Mr. Restu Aprianta Tarigan or known as Anta, since 2017 also has demonstrated intercropping implementation to coffee farmers who's assisted by his organization, member of SCOPI, Bitra Indonesia Foundation, on around 30 Ha areas in 3 districts: Karo District, Simalungun District and Samosir District. "We have 2 terms that we usually use for several crops farming implementation. We use intercropping term for planting coffee trees with horticultural crops such as chillies, as they are more resistant under shade plants. We use polyculture term for planting coffee trees with fruit trees or hardwood species that also function as shade," Bang Anta explained. One of the plants used to implement polyculture is a petai crop. This is because this plant functions as a shade, has economic value and is accepted by the local community.



*Intercropping Arabica Coffee With Cabbage
Credit Photo: Gabriel*

Both Gabariel and Anta highly recommend intercropping practice in coffee plantations because of its many benefits. "The results of applying this intercropping are sufficient to meet the monthly needs, due to the harvest time of cabbage and potato plants is faster, which is 3-6 months, while the maximum number of coffee harvest is twice a year. Intercropping also helps to improve coffee trees growth as they also received good nutrients from fertilizers that applied in other plants that are overlapped," said Gabariel.

According to Anta, aside from increasing farmers' income, the harvest from intercropping practices can be used to fulfill farmers' daily consumption need. Ecologically, a polyculture system can protect the environment and ensure water availability. "Good yields of coffee and intercropped plants can be maintained with more intensive treatment, for example, apply specific fertilizers, in specific timing, types, and doses," he explained.

The sales of harvested horticultural crops that were interspersed in Gabariel's Arabica coffee plantation were very good. "In 2019 we managed to harvest 6 tonnes of potatoes from 200 kg of seedlings. We also harvested 14 tonnes of cabbages. Selling prices were also stable. From previous harvest season, cabbages were sold for a total of Rp. 20,000,000 and Rp. 30,000,000 for potatoes," Gabariel described.

For maximum intercropping results, plant selection, soil steepness and spacing between plants are important factors. "In the long-bean type of coffee such as Arabica Gayo, it's unlikely to intercropped with horticulture. The level of soil steepness also needs to be considered because it will affect selection of the shade trees species. Good spacing between plants is necessary to minimize the density per area, Anta said. Anta said.



Grand Master Trainer Profile

Dr. Ir. Retno Hulupi SU

“All coffee varieties published should meet the standard flavor level of cupping result.”

by Iyat Hamiyati and Swiny Adestika

Plants Breeders, Coffee Agronomist Specialist and SCOPI's Grand Master Trainer

Retno Hulupi (61 years-old) also known as Ibu Lupi, is one of SCOPI's Grand Master Trainers (GMT) who is also a Plants Breeders and Coffee Agronomist Specialist in the Coffee and Cocoa Research Center (Puslitkoka) in Jember, East Java since 1983 after she graduated from Gadjah Mada University, until 2018.

During her research at Puslitkoka, Ibu. Lupi and her team produced numerous coffee varieties, including Sigarar Debt, Gayo 1, Gayo 2, Andungsari 1, Andungsari 2 clones, Komasti, Sintaro, Robusta SA 203, BP 436, BP 534, BP 436, BP 936, BP 939, and the recent Robusta byclonal hybrids, which are then named Hibiro varieties (Biclonal Robusta Hybrids) with serial numbers Hibiro 1 through Hibiro 5. "All varieties released must meet the standard flavor level of cupping result, so they can be specialty coffee products. If the taste test results show below the standard, then the coffee plant varieties, even though they have been through series and years of testing, will not be released to public as recommended varieties," said Ibu Lupi.



Credit Photo: Retno Hulupi

Ibu Lupi became SCOPI's GMT since 2015. She had major role in the development of the 1st and 2nd editions of the National Sustainability Curriculum (NSC) for Arabica and Robusta. Furthermore, she has been involved in training the SCOPI's Master Trainers and coffee farmers.

"I hope all MTs can disseminate the knowledge of Good Agricultural Practices (GAP) and postharvest practices to coffee small holders, to help increase coffee productivity and its sustainability. Training for farmers should also be done more in practical method, as it is easier to understand," she said.

In 1988, Ibu Lupi pursued her Master Degree in Gadjah Mada University with thesis focused on coffee plant extraction using isosyme markers. In 2006, she obtained her Doctoral Degree from the same university. "My expectation is that the Indonesian coffee can restore the glory of Robusta coffee. In terms of taste, our Robuta coffee is greater than Robusta coffee from Vietnam and Brazil. For Arabica coffee, my suggestion is to re-optimized utilization of highlands, especially those located at an altitude of more than 1000 meters above sea level, which so far have only been planted with vegetables," Ibu Lupi said.

She also highly recommends the implementation of polyculture in coffee plantations due to its great benefits, such as land productivity and farmers income increment. "Polyculture in coffee plantations must implement massively. The selection of mixing plants, attention to the nature of each plant so they will not adversely affect each other (such as the struggle for water, nutrients and the need for sunlight), also attention to local community's social habit are important before implement polyculture. The last factor is needed to avoid difficulties in selling the harvested crops," Ibu Lupi explained



Coffee Farmers Profile

Jangsi

Organic Robusta Coffee Harvest Reached 400 Kg

by Iyat Hamiyati and Swiny Adestika

Organic Robusta Coffee Farmer from Lahat District, South Sumatera

Jangsi (51 years-old) from Sumer Karya Village, Gumay Ulu Sub District, Lahat District, South Sumatera has become coffee farmer since 2000. He was also elected as the Chief of Internal Control System (ICS) of organic coffee in his village. He planted Robusta coffee plants on his 1.5 Ha land. Since 2015, he developed organic coffee farming on 0.5 Ha area. "Thank God, 2019 harvest results were great. Organic Robusta coffee was harvested as much as 400 kg per year, whilst the non-organic Robusta Coffee was harvested 500 kg per year per acre. However, I am actually concerned with the potential decrease in this year's production due to the long dry season," he said.

Pak Jangsi has been assisted by SCOPI's Master Trainer who also a representative from Lahat District Agriculture Agency, Ibu Destiawaty, for 5 years. He claimed significant differences before and after the assistance. "Before, I did not apply Good Agricultural Practices (GAP) and sustainable farming in my plantation. The post-harvest process was also very minimal. After the training from SCOPI's MT, I implemented the GAP and started the organic coffee farming," Pak Jangsi explained. To manage organic Robusta coffee is not without challenges. According to Mr. Jangsi, the maintenance of organic Robusta coffee is quite difficult and the yields are less than non-organic coffee.

Challenges also exist in market access which not as large as non-organic coffee. "In Lahat District, there are many collectors who buy Robusta coffee from random types, while only few buyers for premium and organic grades. So, I sell through collectors," he continued. Pak Jangsi's efforts to his organic Robusta coffee plantations are paid of when he awarded as first winner in coffee cupping competition organized by SCOPI during the 2019 Trade Expo Indonesia.

During COVID-19 pandemic, Pak Jangsi continues his activities on his coffee plantation while following health procedures and recommendations from the Government. Nevertheless, he has concerns on coffee market during pandemic. "Harvest season in Lahat District will be in June – August. I am afraid coffee's price will drop. Currently coffee's prices still normal which are Rp. 16.000/kg for regular Robusta coffee, Rp. 100.000/kg for organic Robusta coffee, and premium coffee price in Rp. 50.000 – 70.000/kg. I surely hope that big buyers for premium and organic coffee will pay with sufficient prices, so farmers will not feel useless maintaining their coffee plantations that also protect the environment to ensure sustainable production," he concluded.



SCOPI Members Initiatives

Anomali Coffee and CV Frinsa Agrolestari Initiatives During COVID-19 Pandemic

by Swiny Adestika



Credit Photo: Anomali Coffee

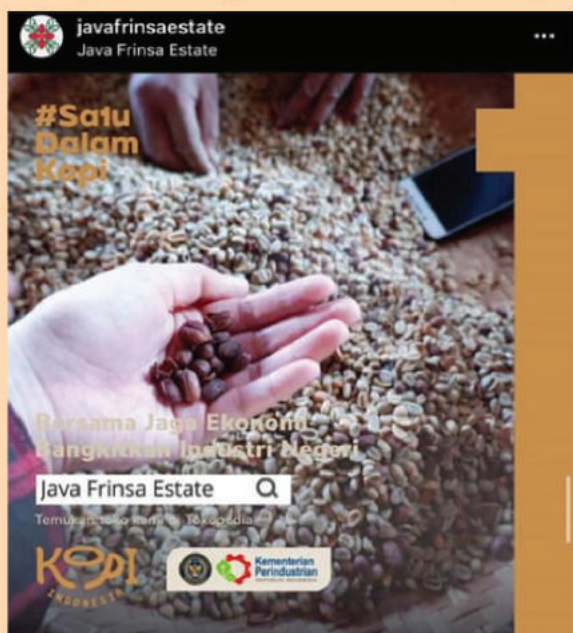
Head of Sales and Marketing of Anomali Coffee stated that marketing initiatives through digital channels, collaboration with other local brands and innovation in product variations are implemented to adapt to the situation of social restrictions during the COVID-19 pandemic. "During the pandemic there is a change in Anomali Coffee cafes operations and we started online sales initiative, one of them was through collaboration with Tokopedia. Together with Tokopedia and supported by Ministry of Tourism and Creative Economy and Ministry of Industry, Anomali Coffee, through its Co-Founder, Mr. Irvan Helmi, became one of the parties who

It is undeniable that the COVID-19 pandemic has impacts on the economy of various sectors, including the coffee sector in Indonesia. Generally, coffee plantations are now entering harvest season. For coffee producing areas that are located in the north of the Equator, such as Aceh, North Sumatra, etc, the harvest period is from October to April, while the areas below the Equator are from May to September. With the beginning of this year's coffee harvest season, there are concerns from coffee farmers that coffee purchases will decrease due to the large number of shops and cafes closed, complying with the Large-Scale Social Restrictions (PSBB) rules applied by many Local Governments to break the chain of Corona Virus spread.

Marketing Through Digital Campaigns, Collaborations and Products Variations

SCOPI member, Anomali Coffee carried out several initiatives in its product marketing strategy. Ryo Saputra Limijaya, started this initiative campaign called #SatuDalamKopi in April 2020. The campaign was participated by many local coffee entrepreneurs in Indonesia with the goal to survive together during this pandemic. The results are also very good for Anomali Coffee, 3x daily sales uplift," said Ryo.

Anomali Coffee also one of the initiators of #NgopiDiRumah online campaign with other local coffee brands started in mid-March 2020. "#NgopiDiRumah campaign target was to increase awareness in communities that they can still enjoy drinking good quality coffee at home during PSBB," Ryo continued. Through this campaign, Anomali Coffee and other local coffee shops offer delivery services for consumers who purchased online and specifically for Anomali Coffee, a pit stop service was introduced for consumers who would like to purchase at Anomali Coffee cafes. "#NgopiDiRumah campaign until now is participated by 150 local coffee shops in Jabodetabek and other regions. The result of #NgopiDiRumah hashtag was 579.324 Reach solely from Twitter for 8-12 May 2020 period.



Credit Photo: CV. Frinsa Argolestari



Credit Photo: Anomali Coffee

Marketing through digital channels conducted by Anomali Coffee is also complemented by collaboration and innovation in their product variations and presentations. "In Tokopedia we also take part in #LocalSupportLocal campaign, which Anomali Coffee collaborate with local brands and do products bundling, for example our coffee with cookie dough. We also do variations of our products, such as providing ready-to-drink coffee in bottle. This actually one of Anomali Coffee top-selling products," Ryo explained.

Online promotion also conducted by SCOPI member, CV. Frinsa Agrolestari. Massive promotion through their Instagram account, @javafrinsaestate and participation on #SatuDalamKopi campaign carried out in order to maintain their Arabica coffee greenbean sales. "Tokopedia offered us to participate on #SatuDalamKopi campaign. We agreed and created an online store there. The online sales results were increased even though the overall sales decrease due to offline sales drop.

The average greenbean sales in #SatuDalamKopi campaign could reach up to 9 kg per day for that 6-day campaign," said Mr. Wildan Mustofa, Owner of CV. Frinsa Agrolestari.

Not only participated on #SatuDalamKopi campaign, CV Frinsa also created another online store in Tokotalk e-commerce and provide order service through Whatsapp. "Our regular customers are familiar with order through Whatsapp and we also create special agreement with courier services. We also participated in several online trainings for digital marketing conducted by Tokopedia," Pak Wildan continues. Varied promotions also prepared by CV Frinsa, like clearance sales with 20% discount during Ramadan. Latest offers also available on their website in www.javafrinsaestate.com.

Coffee Planting Process Adaptation

Not only do adaptation on their marketing strategy, CV Frinsa also do adaptation on their Arabica coffee planting process as well as the post-harvest process. "We do tree replanting in our plantations. We do not directly cut down the old trees, but we use them as shades for new trees and still harvest the produced beans while waiting for the new trees to grow. Only later the old trees will be cut down," Pak Wildan explained.



Intercropping with Squash Trees for Arabica Coffee Nursery
Credit Photo: CV. Frinsa Argolestari

Intercropping practice in CV Frinsa plantations also increased. "Intercropping in our plantations has been implemented for several generations. Currently we do increase the number of plants. We do coffee intercropping with vegetables such as chili and carrots on our land in Pangalengan, West Java. But for agroforestry coffee in Pangalengan and Ciwidey, intercropping is done with fruit plants such as chayote, avocado, banana and jackfruit. Crops selections are adapted to the type of land. In our tea plantations we also do intercropping with Typica variety of Arabica coffee," Pak Wildan stated. The productions results of these Arabica coffee that intercropped with tea then selected and processed by CV Frinsa to become single variety beans.

#EIDMUBARAK1441H

The image is a festive Eid Mubarak greeting card. It features a central collage of seven photographs of SCOPI members, arranged in two rows: three in the top row and four in the bottom row. All members are dressed in white and are performing the traditional Islamic greeting of 'salam' with their hands pressed together. The background is a warm, golden-brown color with intricate illustrations of Islamic architecture, including domes and minarets, and hanging lanterns. The SCOPI logo is in the top left corner. The text '#EidMubarak2020' is above the main title 'Eid Mubarak', which is flanked by decorative leaf-like symbols. Below the title is a blessing in Indonesian. At the bottom, there is a section with social media and website information, each preceded by a small icon.

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OF INDONESIA

#EidMubarak2020

Eid Mubarak

May the guidance and blessing of
Allah be with you and your family

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