

# USE OF GEOGRAPHICAL INDICATIONS FOR COFFEE: EXPERIENCE OF INDONESIA

*“ICO Seminar on Geographical Indication for Coffee”  
London, 20 May 2008*

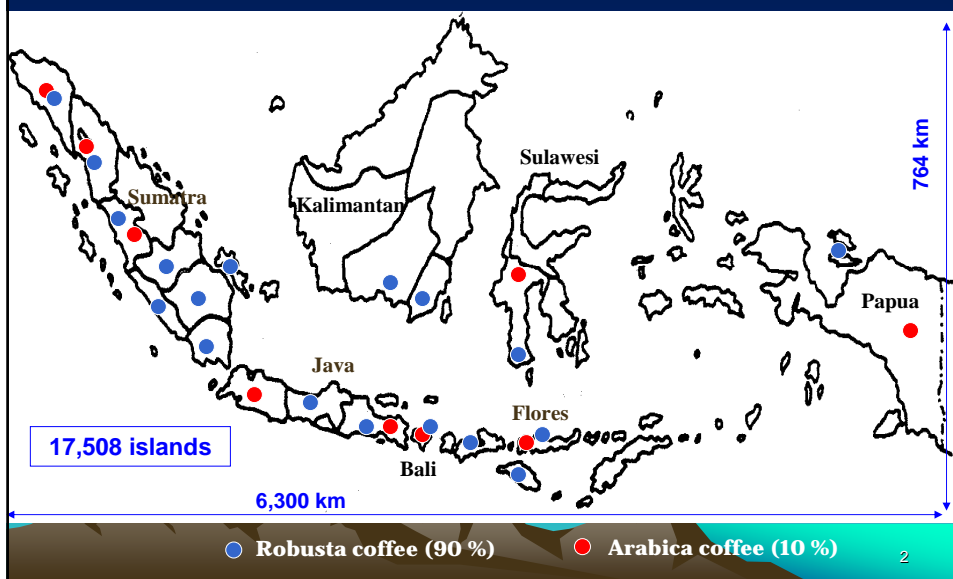
Surip Mawardi

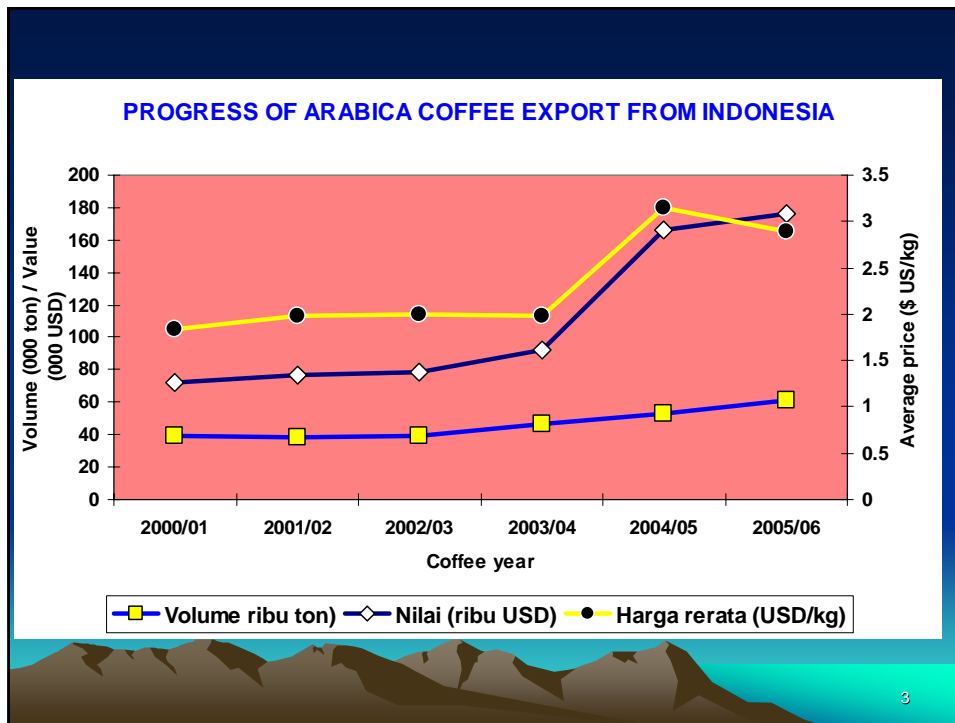
Indonesian Coffee and Cocoa Research Institute (ICCRI)  
Jl. P.B. Sudirman No. 90, Jember 68118, Indonesia  
Email: [iccri@iccri.net](mailto:iccri@iccri.net), [www.iccri.net](http://www.iccri.net)



1

## DISTRIBUTION OF COFFEE GROWING AREAS IN INDONESIA





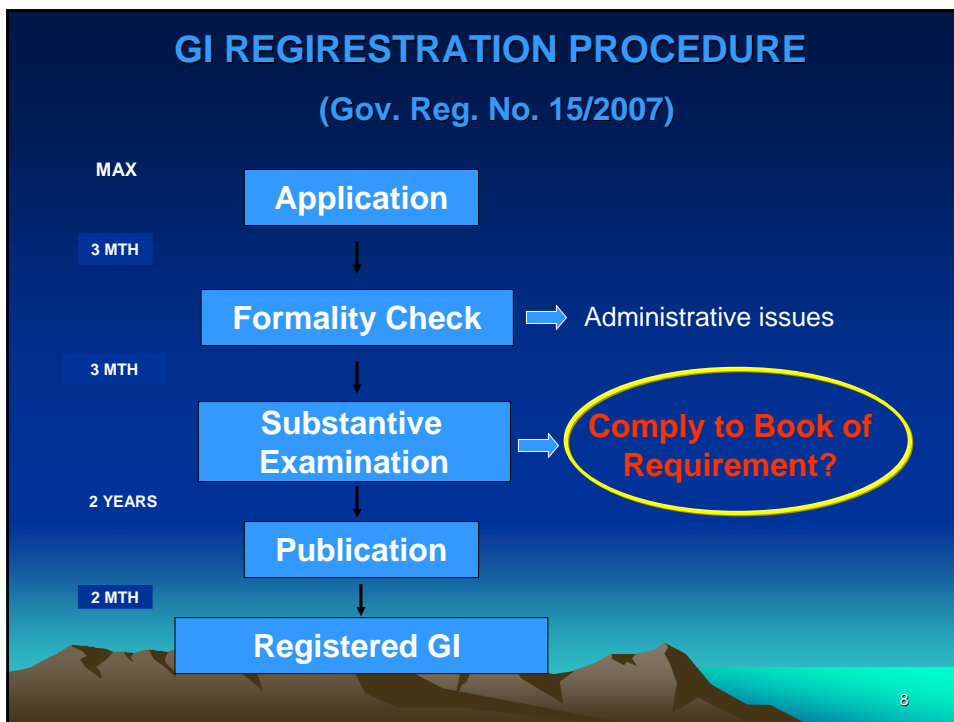
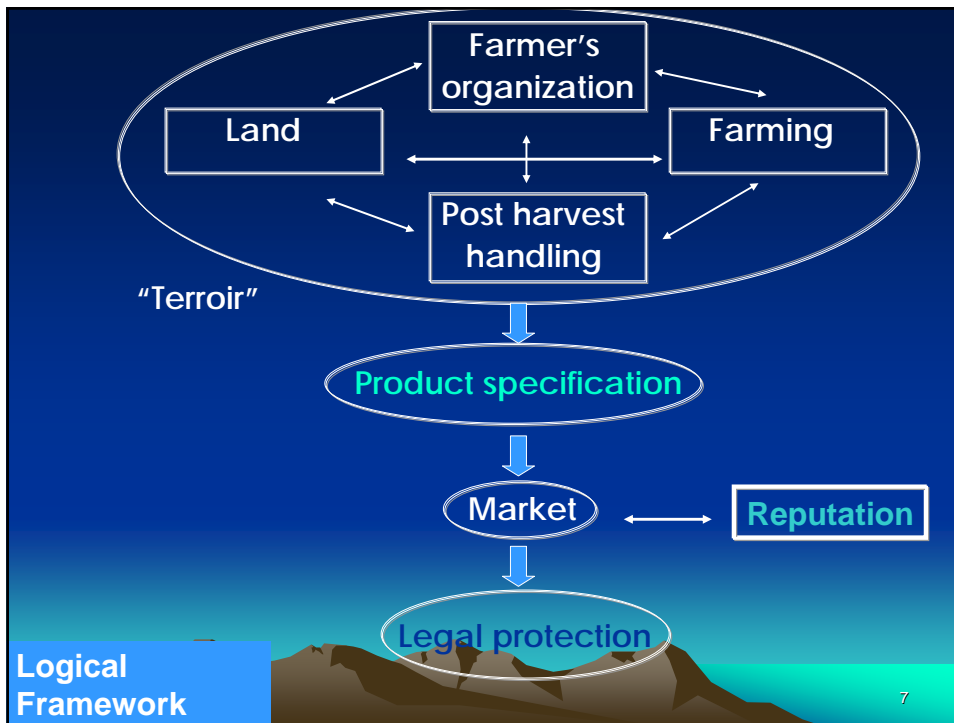
3

## EXAMPLE OF ARABICA SPECIALTY COFFEE FROM INDONESIA

1. Gayo Coffee (Aceh, Sumatra),
2. Mandheling coffee (North Sumatra),
3. Lintong Coffee (North Sumatra),
4. Java Coffee (Java),
5. Java Estate Coffee (East Java),
6. Toraja Coffee (South Sulawesi),
7. Kalosi Coffee (South Sulawesi),
8. Bali-Kintamani Coffee (Bali),
9. Flores-Bajawa Coffee (East Nusa Tenggara),
10. Java "Kopi Luwak" (Java Civet-Cat Coffee),
11. Etc.

4





**EXAMPLE:  
CONTENT OF THE BOOK OF REQUIREMENT  
FOR « KINTAMANI BALI » COFFEE**



## PRODUCT NAME AND TYPE

- Name of Produk : « **Kintamani Bali** » coffee
- Green coffee or roasted / ground coffee obtained from the Kintamani Bali fully washed arabica.



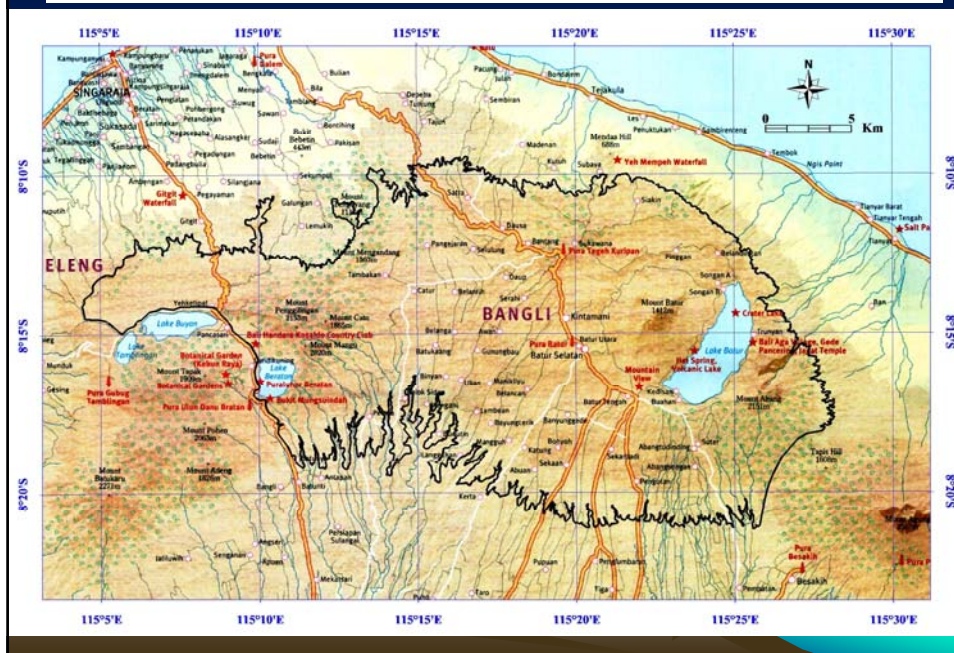
11

## PRODUCT SPECIFIC CHARACTERISTICS

- **The production and processing conditions are specific:**
  - 100% from selected arabica varieties,
  - specific soil and climate (Altitude > 900 m),
  - grown under shade, combined with other crops, organically fertilized
  - red cherries carefully selected and processed by wet method.
- **Taste profile is also specific:**
  - a clean cup, free from defects,
  - a net acidity, from medium to high, medium body,
  - a bitterness less marked, or sometimes non marked,
  - strong aroma quality and intensity, with eventual fruity taste, often lemony.

12

## GEOGRAPHICAL TERRITORY DESCRIPTION AND ITS DELIMITATION



STAGE OF COFFEE PRODUCING	PLACE OF ISSUE
<i>Production of red cherries</i>	<i>Delimited area</i>
<i>Wet process up to wet parchment</i>	<i>Delimited area</i>
<i>Drying</i>	<i>Bali island</i>
<i>Storage (2 months)</i>	<i>Delimited area (processing place)</i>
<i>Hulling</i>	<i>Bali island</i>
<i>Final sorting</i>	
<i>Green coffee packaging</i>	
<i>Roasting / grinding</i>	<i>Anywhere</i>

## HISTORY AND TRADITION

- Coffee has been planted in Bali since early 19<sup>th</sup> century.
- Even if there were big fluctuations in the size of the lands planted, coffee has always been one of the most important crops and catalyst for local development.
- Used as everyday beverage, during ceremonies, as remedy... coffee appears to be an important part of the local culture.



## PRODUCTION AND PROCESSING METHOD

- **Cherries production: rules concerning ...**
  - density, shade, varieties, fertilizer - organic only, pruning, pest and disease control - no syntethic pesticides use, and crop diversification.
- **Coffee processing: rules of each stage**
  - sortation of red cherries and time between harvest and process, cherries floating and pulp removing, fermentation time, washing and drying, storage, hulling and sorting, roasting, and packaging.



## CONTROL OF THE BoR FULFILMENT

- Concerning on-farm control:
  - Autocontrol by each farmer
  - Control by the « *Subak Abian* »
  - Control by the GI Managing Group (GIMG)
- Concerning the control of the processing:
  - Control by the « *Subak Abian* »
  - Control by the GIMG.

17

## TRACEABILITY

- Members registration : each SA member who produce coffee has been registered and received a GI card (3,208 produsen of 61 SA).
- Control of red cherries origin : each sale of cherries is registered by the PU, and GIMG check the red cherries origin for each lot.
- Tracing the coffee lots flows
  - Right after processing, the PU identify each bag with a lot code.
  - Each processing unit has to form 10 or 15 lots from their yearly coffee production.
  - These lots codes are kept up to GI coffee selling (if the certification is obtained), and allow a complete traceability.
- Once a year , GIMG checks the conformity of the amounts of coffee sold with the amounts of red cherries bought from GI producers

18

## MAINTANING QUALITY, SPECIFITY AND LABELLING OF THE « KINTAMANI BALI » COFFEE

- During the process, each processing unit has to form 10 or 15 lots.
- The quality of each lot is tested by the GIMG, thanks to a cup profile (cup testing). By team of 5 persons, 20 panellists are in charge of the quality and specificity control for all the lots.
- All the coffee bags and coffee packets sold with the GI certification should include:
  - Name of GI 'Kintamani Bali' coffee,
  - Logo of the GI,
  - Lot code.



19

## USE OF GI PROTECTION ON COFFEE IN INDONESIA

### STRONG POINTS:

- Protect GI coffees
- Rights belong to community
- Product reputation
- Avoid unfair competition

### OPPORTUNITIES:

- Different geographical origin
- A marketing tool
- Expectation to get better price
- Rural development

### WEAKNESSES:

- Lack of knowledge
- Small producers at remote areas
- Take time for socialization
- Product transformation (outside)

### THREATS:

- Conflict with trademark
- Low awareness from small producers

20



TERIMA KASIH  
THANKS YOU  
OBRIGADO  
GRACIAS  
MERCI

*Special thank goes to:*

*Provincial Government of Bali, CIRAD, INAO, DG AARD Ministry  
of Agriculture, DG IP Ministry of Law and Human Rights.*