



Promoting Sustainable Coffee Cultivation

"Towards Sustainable Coffee Production in West Java" Program

Were you aware that Indonesia ranks as the third-largest producer of coffee globally? In the past five years, coffee production in Indonesia has shown a steady increase. Coffee is a crucial commodity for Indonesia, serving as a primary source of income for over one and a half million coffee farmers while contributing significantly to the nation's foreign exchange earnings.

The Dutch first introduced coffee to Indonesia in Batavia during the 17th and 18th centuries, before its cultivation spread to West Java. Coffee is grown in almost all districts within the administrative area of West Java Province. The mountain range that runs through the West Java region is a suitable area for growing coffee. Land suitability requirements cause coffee cultivation in West Java to be divided into two types: robusta coffee (< 800 masl) and arabica (> 1000 masl). Despite having high potential as one of the top 10 coffee producers in Indonesia, West Java's coffee industry still faces many challenges. Implementing sustainable management practices in coffee production is crucial to minimize negative environmental impacts and foster positive contributions to local communities.

PT Bank HSBC Indonesia has joined forces with the WWF Indonesia Foundation to back up sustainable coffee management initiatives in West Java by means of the "Towards Sustainable Coffee Production in West Java" Program. By collaborating with stakeholders such as associations, local governments, entrepreneurs and coffee farmers in the upstream of Ciliwung, this program is expected to guarantee the sustainability of the coffee industry in Indonesia.

The program began with discussions with associations such as AEKI (Indonesian Coffee Exporters Association) and sustainable coffee platforms such as SCOPI (Sustainable Coffee Platform of Indonesia). These discussions aimed to gather information on the conditions and challenges faced when adopting sustainable coffee in Indonesia, especially in West Java. Following that, several online, and roundtable discussions were held with representatives from local government, non-governmental organizations, coffee exporters, coffee associations, coffee master trainers, coffee farmers, and coffee business managers. The purpose was to identify collaborative efforts that can be made to support sustainable coffee in West Java. Recommendations covered traceability, human resources, supply chain, transparency, landscape approach, institutional approach, and others.

The program also focused on coffee farmers from the Forest Farmers Group (FFG) in Tugu Utara Village, Cisarua District, Bogor Regency. FFG Cibulao, FFG Cikoneng, FFG Rawa Gede, and FFG Cisuren are some of the FFGs involved. By applying Good

Agriculture Practices (GAP) and other capacity-building efforts, coffee farmers can manage their plantations sustainably, and consequently support the ongoing conservation efforts. Agroforestry multistrata coffee cultivation, involving planting coffee under forest covers, enables coffee farmers to avoid cutting down trees while maintaining them, and thus support environmental conservation efforts. With a positive impact on biodiversity conservation and a reduction of erosion to acceptable levels, this method fulfills both economic and ecological needs simultaneously. The current trend in the international coffee market suggests that coffee commodities produced through environmentally friendly cultivation can receive premium prices. The coffee products of the farmers now hold production certificates (SPP-IRT), which enables them to trade their products on a wider scale.

Moreover, the program promotes the creation of the Puncak Sejahtera Mandiri Cooperative. The cooperative intends to operate as a business entity, comprising new business lines like tourism development of coffee, to expand the market reach.

PT Bank HSBC Indonesia and WWF Indonesia Foundation, along with other stakeholders, have cooperated to encourage sustainable production and management of coffee in Indonesia. These collaborative efforts are expected to continue. Therefore, it will also maintain the conservation of the surrounding environment.