

Using Traceability to Bring More Visibility to Vietnamese Coffee Production

CASE STUDY



Sustainability



Food and Beverage



Product Serialization and Authentication

CUSTOMER PROFILE

A leading supplier of commodity raw materials for coffee, cotton and chocolate products, our customer offers a wide range of services, including buying directly from producers at origin and selling to branded product manufacturers.

CUSTOMER CHALLENGES

The company was under increasing pressure from their customers to provide traceability information on coffee from Vietnam. This was made more complicated by the fact that coffee beans from different farmers were mixed during processing.

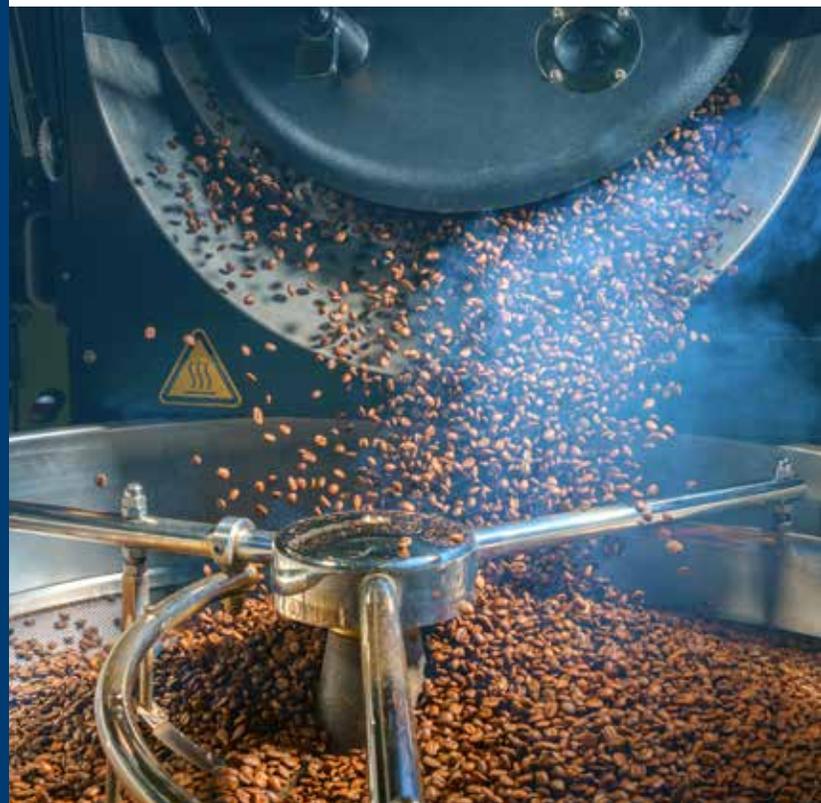
They also wanted to be able to run more effective intervention programs to improve the livelihoods and production of coffee farmers. To effectively evaluate their interventions, they would need a tool that could estimate farmer yields.

REQUIREMENTS

- Get more information about the entire sourcing and manufacturing process—every step, stakeholder and operation
- Monitor social and environmental impact, from farmers to the consumer
- Give coffee farmers more visibility and establish grower/manufacturer links and increase closeness

DID YOU KNOW?

A single cup of coffee requires approximately 70 coffee beans, which often have quite a long journey behind them. Customers want to know their story.



THE SOLUTION

We developed a tracing system linking shipments of coffee to individual farmers. OPTEL's GeoTraceability solutions use innovative mobile-phone technology, which can be used offline, to send individual bag data from remote warehouses to a central location. The bag data is linked to a farmer profile, which was created using data collected in the field, even in remote regions.

OPTEL's GeoTraceability experts will continue to host the data and provide technical support, backstopping and assistance.

RESULTS

Our customer can now add value to its products by providing traceability information and offering its own customers the capacity to see the percentage of farmer contributions for each coffee batch purchased.

From now on, our customer will also be able to target future interventions more effectively to improve farmer yields and livelihoods.

Furthermore, OPTEL's GeoTraceability solutions can be used as tools to monitor and evaluate the effectiveness of projects.

DID YOU KNOW?

Climate perturbations and rising coffee demand are putting tremendous pressure on the coffee supply chain. Manufacturers will need traceability solutions for better forecasting, operational efficiency, sustainability and brand protection.



CONTACT US

For more information on our Fast Track solutions for serialization, visit www.optelgroup.com/fast.

NORTH AMERICA

OPTEL Canada — HEADQUARTERS
+1 418 688 0334

NORTH AMERICA

OPTEL USA
+1 763 235 1400

EUROPE

OPTEL Ireland
+353 61480965

ASIA

OPTEL India
+91 832 669 9600

SOUTH AMERICA

OPTEL Brazil
+55 19 3113 2570

optelgroup.com

© 2019 by OPTEL GROUP.
All rights reserved.