



# ANNUAL REPORT 2020

**Although 2020** was a very challenging year with a lot of unforeseeable surprises - not only globally but as well in our micro cosmos of the Orang Utan Coffee Project - travel restrictions, significant personnel changes, cancellation of all coffee events, extreme weather conditions in the Gayo Highlands, decline of worldwide coffee consumption due to shutdown of hotel and restaurant sector - we are very proud of a stable business thanks to our loyal customers / roasting partners.

We were even able to start business with a **handful of new customers** in Hamburg, Graz, Dubai, Vienna, London, Poznan and in the US!

Being forced to work and communicate online from home we took the chance to start some new initiatives as blockchain solutions for even higher traceability and quality control, rework of all communication material as facts sheets & presentation and elaboration of education material for picking, sorting and grading to be used during the harvest period in the field.

We will continue in 2021 with the relaunch of our Website, the promotion of certified organic Orang Utan Coffee and the expansion of our customer base worldwide.

**A big THANK YOU to all our Orang Utan Coffee partners & friends for your continuous support!**



■ 2020 marked the organic re-certification following **National Indonesia Standard (SNI)**, which the OUC has maintained since 2012. The SNI's organic certification, which is valid for three years has provided our smallholder coffee farmers good guidelines and standards on farming.



■ **9,5 containers** of Orang Utan Coffee were distributed, which equals **170 tons**.



■ Orang Utan Coffee entered the **US market** and is now available from over **35 customers/roasteries across the country**. We are hopeful that more and more coffee drinkers will come to love it and boost the demand.



■ In August 2020, COOP Switzerland has launched its range of Swiss specialty coffees, including VICAFE. **VICAFE** has chosen four selected varieties, which offer a nice variety in the cup among them of course, Orang Utan Coffee.



池袋CNB  
 お手製のオラウータン  
 かわいいです。  
 色合いも素敵。  
 売場が森と夏をうまく  
 融合されています。



■ Orang Utan Coffee was sold at UCC's „Cafe Mercado“ shops throughout **Japan between July 11 and August 25**, under the „Nature Coffee Trip campaign“ and with the theme „enjoy specialty coffee on ice in summer“. Consumers of Orang Utan Coffee received a taste chart and brief information card attached to their coffee.

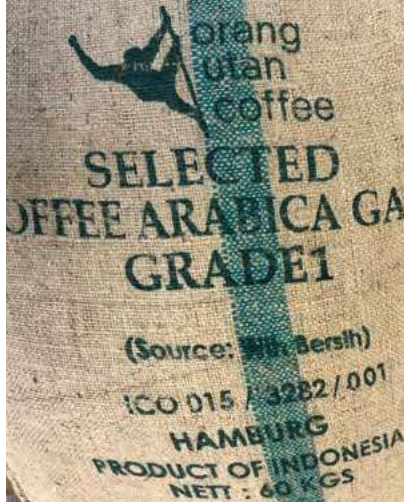
■ During the last quarter of 2020, Orang Utan Coffee, with the support from Easy-Cert, managed to start **blockchain** applications in order to capture the post-harvest process flows in Sumatra. By the end of 2020 we have registered and fed all relevant data of the post-harvest process for Wih Bersih and Umang Isaq into the system. Others will gradually follow at the beginning of 2021. The system captures each step within the post-harvest process and each of the blocks are connected and can be tracked, thus providing even more transparency within the supply chain.



■ A big “thank you” goes to the Willy Hagen GmbH, one of our long-lasting, loyal roasting partners in Germany, for their generous Christmas donation, and for the great idea of spray-painting a nearly 20 metre long Graffiti on their factory building wall. The painting shows an orangutan family in the jungle, one of the orangutans drinking a cup of coffee with the headline „Billiger Kaffee macht arm (cheap coffee impoverishes)“. The Graffiti was sprayed by the artist Bernd Eisold.



# 2020 IN PICTURES











**THANK MY  
FARMER**

As a pioneer, our roasting partner UCC in Great Britain has been using the “Thank my farmer” app from Farmers Connect for their Orang Utan Coffee since the end of November.

Thanks to the app, retailers and consumers can precisely track the path of their coffee from the farm to the customer.

“Thank my farmer” is based on Farmers Connect’s digital blockchain platform, which uses the same technology as the cutting-edge IBM Food Trust.

Coffee lovers can now discover the story behind Orang Utan Coffee, learn more about the ongoing projects to support coffee farmers and get involved in the Sumatran Orangutan Conservation Programme.

UCC’s Orang Utan Coffee packets with QR code are now available in-store and online at „Waitrose“ and „Ocado“.





# SOC 2020

Learn about the highlights of the Sumatran Orangutan Conservation Programme **SOCP**, which has been supported by OUC with a **premium of EUR 85.000 in 2020**:

- Until December 2020 there were 84 orangutans in our Rescue and Nursing Station to undergo a quarantine and rehabilitation process.
- 23 newly rescued orangutans arrived there in 2020
- Big surprise: End of August, the female orangutan “Edelweiss” – the very first orangutan, released into the wild in Jantho in March 2011 – was spotted with her newborn baby “Eja” .
- Due to the pandemic no orangutan could be transferred to the reintroduction stations nor released into the wild during the whole year.

The number of orangutans who were monitored by our teams at **the SOCP’s Monitoring Stations (MS) during 2020**:

- Suaq Balimbing MS - 48 orangutans
- Batang Toru MS - 15 orangutans
- Sikundur MS - 23 orangutans



**Pictures:** Edelweiss and her newborn Eja

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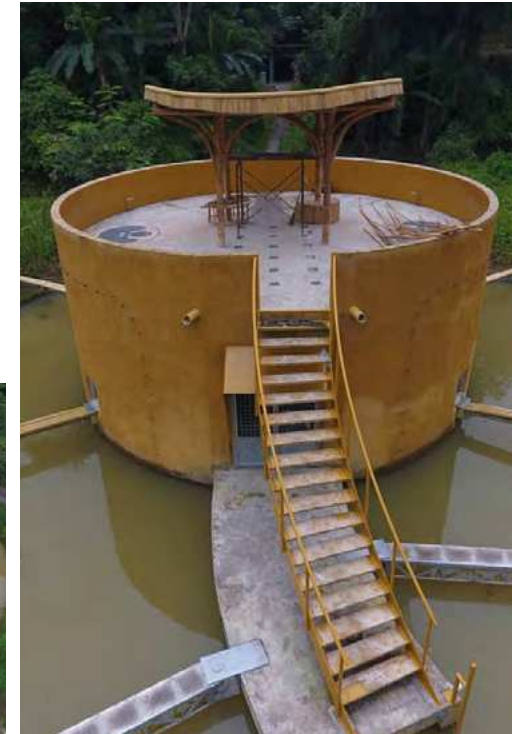
# ORANG UTAN HAVEN

In 2012, our partner PanEco was able to purchase around 50 hectares of agroforestry land near Medan to set up island habitats, where unreleasable orangutans would spend their life under best possible conditions. Besides, Orangutan Haven is designed not only to become an extraordinary experience for visitors, but a unique educational resource with a Rainforest Centre, nature trail network, field research exhibit and an organic farm.

Last, not least, OUH will offer great recreation with its bamboo restaurant including an OUC event roastery, which will provide much needed income for the SOCP.

We are happy to update that the Orangutan Islands are now ready for occupancy. Unfortunately, due to the covid-19 situation, we are not allowed yet to move any orangutans onto the islands.

Many other OUH facilities are still at planning stage, and a serious call for investors and sponsors is out.



**SOCP  
PROJECT**

**Pictures:** © orangutan\_haven  
© socp.official



# TRAVEL REPORT

Despite the current circumstances I am happy to provide a travel report of my trip to the Orang Utan coffee mountains. This trip took place just before the global pandemic hit the world at the beginning of 2020.

I have been working within the Orang Utan coffee quality control team in Hamburg, Germany. Our job is to make sure the produced and landed coffee meets the right sensorial and physical quality. The team works closely with the export- and quality-control team in Sumatra.

After five years of analyzing and tasting these coffees almost every week, it was finally time for me to travel to the Gayo Highlands and meet the people behind every cup of Orang Utan coffee.

The Gayo Highlands are located in the very north of Sumatra in an autonomous province called Aceh which is only a short flight from Medan. My base was the small coffee town of Takengon. From Takengon I



Photo: Cupping // Max Ramm

was able to visit the coffee producing villages and processing factories.

Locals live a strong coffee culture and drink coffee multiple times throughout the day in a way which resembles the style of cupping most. When we had coffee together the producers would usually tell me their coffee is the best among all farmer groups. That communicated a kind of pride and revealed a friendly competition among the groups. Takengon hosts multiple small roasters where locals can either buy coffee or

roasts their own produce. Coffee house culture is booming which enables processors to experiment with other processes such as the fully washed process, honey process, naturals, and a process which is called „wine-process“. The „wine-process“ can be compared to everything which is colloquially called the anaerobic coffee process. As the international market is looking mostly for Giling Basah processed coffee, these experimental coffees are consumed locally or being traded within Indonesia.



However, my main focus and the cause of the trip was to study the predominant post-harvest process called “Giling Basah”.



*Photo: Part of the process // Max Ramm*

The English term for Giling Basah is wet-hulled. Wet-hulled-coffee is basically a variation of the washed process. Pulped coffee seeds are fermented overnight and washed after breakfast the next morning. The coffee is then laid out to dry in the sun for a day before it is being hulled. Still containing





a higher moisture content of about 25%-40%. This means the parchment is removed while the seed is still in the drying process. Classic washed coffee would be dried to about 11% - 12.5% before removing the parchment layer.

This practice enables to dry the green coffee more rapid and gives the producer a tool to handle difficult climate conditions. During the harvest season it will rain almost every day and drying a natural product like green coffees needs special treatment.



Photo: Gayo Cuppers // Max Ramm

The disadvantages of the process are more broken and bruised beans because the coffee seed is still soft during hulling. Together with the local quality team I followed the quest to improve processing.

Another highlight was meeting Mahdi of the Gayo cuppers team. Mahdi does physical and sensorial evaluations of all outgoing green coffees. He is the Indonesian counterpart of the quality-team in Hamburg and it was crucial to have two sessions with him. This was to calibrate our understanding of quality and talk about local processing challenges openly. We worked hard to learn from each other and to further develop our quality protocols. These protocols are a base for quality communication about the quality the Orang Utan coffee project aims to produce.

During my 3 months stay, I could visit all Orang Utan coffee producing farmer groups at least twice. A close collaboration with YEL and the SOCP

allowed me to visit other parts of Sumatra and get closer insights of the Orang Utan conservation work.

### **Coffeetips for Takengon:**

- Tootor coffee (hosts regular concerts on the weekend)
- Galeri Kopi (located inside a small coffee plantation)
- Datu coffee (good wifi)

### **Coffeetips for Medan:**

- Coffeenatics Medan (super high quality)
- Otten coffee (for all kinds of coffee gear)
- Monk's coffee roasters





**Curious?**

**more information:**

**[www.orangutan.coffee](http://www.orangutan.coffee)**

**[info@orangutan.coffee](mailto:info@orangutan.coffee)**



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