

KAUBANDUS AUTONOOMSE INDIAANI HÕIMUGA COLOMBIAS

TRADE WITH AN AUTONOMOUS INDIAN TRIBE IN COLOMBIA

ANNAR ALAS

BEST COFFEES ARE SOLD EXCLUSIVELY ON AUCTIONS FOR A PRIZE MULTIPLE **OVER THE** PRIZES ON **ANONYMOUS COFFEE STOCK**



FAIR TRADE*

MONEY TRANSACTION PRIMARILY WITH COOPERATIVE

> specialty coffee that can vary in taste from average to great



THE MONEY TRANSACTION



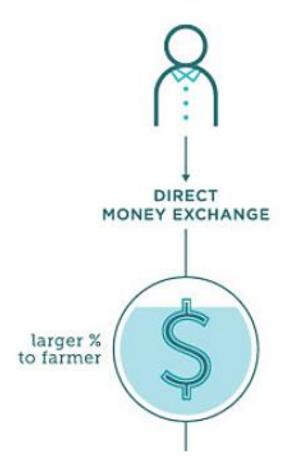
smaller % to farmer



DIRECT TRADE

MONEY TRANSACTION WITH FARMER

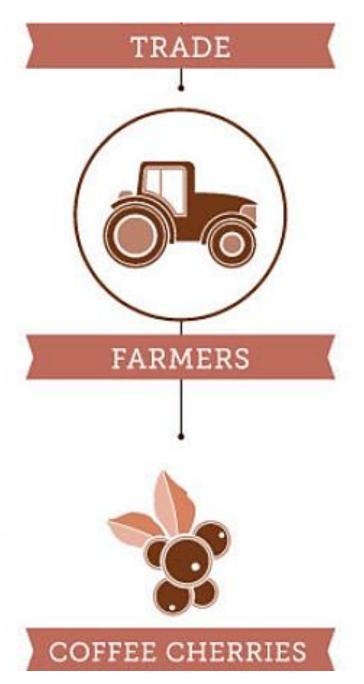
exceptional rare coffees of limited lot sizes, and sublime tasting experience



THE COOPERATIVE HAS UP TO THOUSANDS OF FARMERS

- not insulated against increased coffee commodity prices
- farmers have little to no direct feedback of quality
- farmers have little to no contact with local roasters





WITH INDEPENDENT FARMER



- · roaster helps needs of farmer
- farmer eligible for bonuses and rewards per roaster
- · improved coffee quality





coffee quality controlled

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SETTING AN EXAMPLE TO COFFEE FARMERS IN ORDER **TO ENCOURAGE A HIGHER SUSTAINABILITY** AND QUALITY WITHIN THE **COFFEE INDUSTRY**

- BY ANNAR ALAS



INGA APONTE A SMALL INDIAN TRIBE IN **NARINO REGION** OF **COLOMBIA**



USUAL CYCLE

FARMER

HARVEST, TAKE CARE OF TREES,
DISEASES, FERTILIZE, PICK,
DEPULP, DRY

COOPERATIVE

ESTABLISH QUALITY, DEFECTS, SELL GREEN COFFEE TO WHOLESALER

WHOLESALER

EXPORT COFFEE, TAX TO FNC







INGA APONTE CYCLE

FARMER

HARVEST, TAKE CARE OF TREES,
DISEASES, FERTILIZE, PICK,
DEPULP, DRY

COOPERATIVE ESPECIALES

COLLECT COFFEE, CHECK QUALITY, FEEDBACK TO FARMERS

LA MESETA

DRY MILL, TAX TO FNC

COFFEE PEOPLE

VISIT FARMERS, CUPPINGS, TRAINING



IN ORDER TO **IMPROVE COFFEE'S** QUALITY, FARM'S **HARVESTING** AND **TREATMENT PROCESSES NEED TO BE EXAMINED AND IMPROVED** BY SKILLED **AGRONOMIST**





INGA APONTE CARRIES A DISTINCTIVE STORY THAT WOULD CREATE A CERTAIN AURA AROUND ITS COFFEE, WHEN THEIR STORY IS **PROPERLY** COMMUNICATED AND **BRANDED**





THE DEMAND FOR COFFEE TOURISM IS INCREASING SIMILARLY TO WINE TOURISM.

THEREFORE, WHEN INGA'S STORY GOES VIRAL, THEY NEED TO BE WELL PREPARED FOR THE **INCREASING NUMBER** OF VISITORS.





INGA APONTE WOULD BECOME AS **KNOWN AND SOUGHT-**AFTER COFFEE **BRAND AS CURRENTLY IS JAMAICAN BLUE MOUNTAIN**





INGA APONTE WOULD SET AN EXAMPLE TO OTHER COFFEE **FARMERS TO** START **INVESTING IN QUALITY AND SUSTAINABILITY**





INGA APONTE
WOULD TRIGGER A
POSITIVE CHAIN
REACTION IN
COFFEE INDUSTRY.

DECREASE IN
AMOUNT OF
ANONYMOUS BAD
QUALITY.



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SUSTAINABLE GROWTH AWARD



