

Challenges & Opportunities

Analysis and synthesis of the coffee industry challenges and opportunities integrating Colombia and Italy's coffee realities, based on the stakeholder holistic diagnosis, territorial gigamap, and supply chain. The challenges are represented in

cups, and the circles inside represent how many and which stakeholders tare affected(see legend), then the challenges (cups)are connected to the opportunities found below.. Furthermore, there is an evaluation of the opportunities proposed in

terms of how much they are responding to challenges (the cups) and the 5 pillars evaluation (economic, technologic, stakeholders, autopoiesis and environment) . Lastly there are case studies propose for each one.

Legend

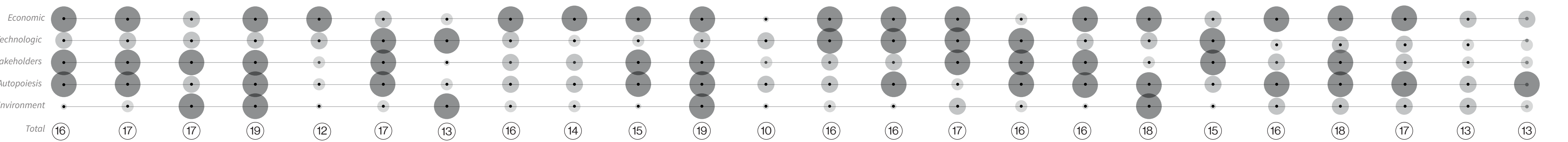
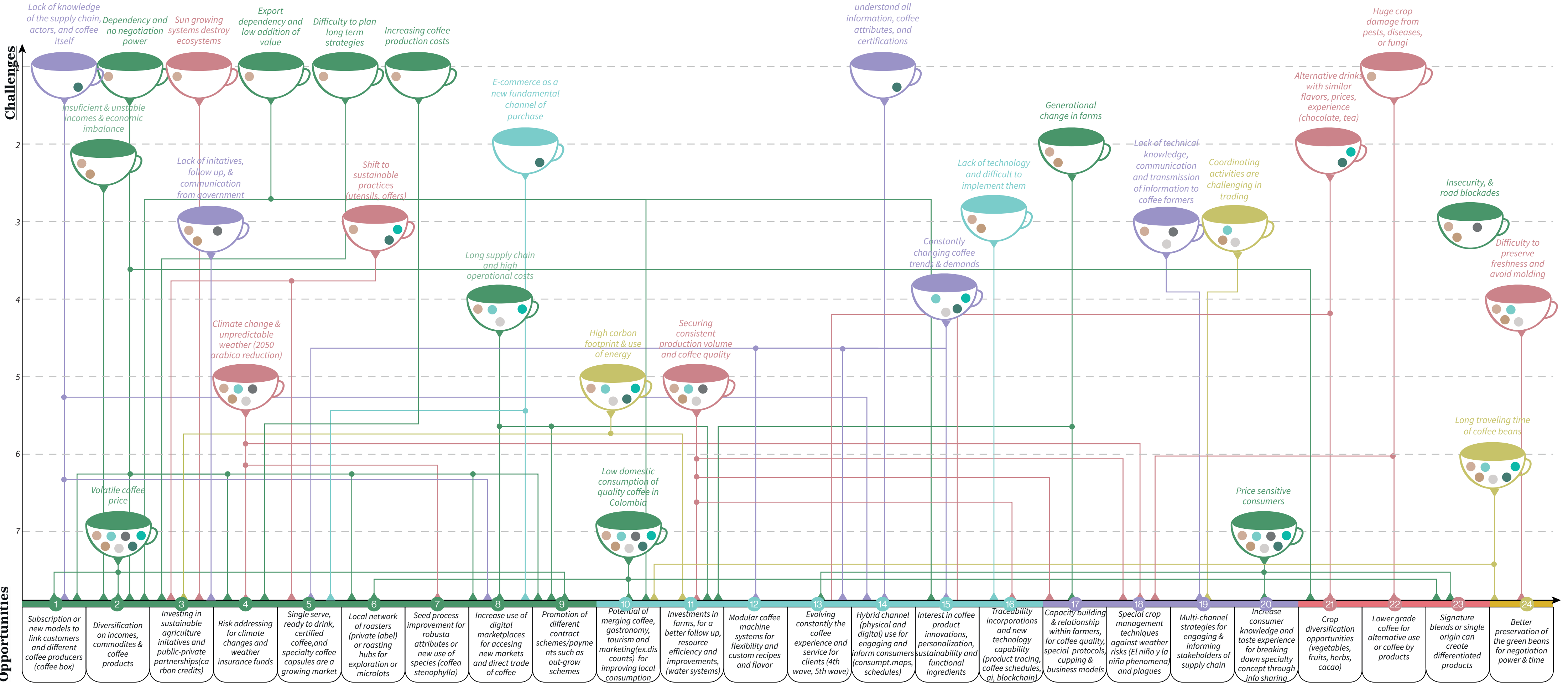
Category resources

- Economic
- Material
- Information
- Innovation
- Energy

Challenges

Stakeholders

- Coffee farmers
- Cooperatives
- Government
- Traders
- Roasters
- Retailers
- Consumers



Case studies

COFFEE BOX-SUB

Tomá café is a digital platform, which offers periodic subscriptions of coffee according to the users preferences (flavor, roast, size, origin). Bean box offers a tasting experience for chocolate and coffee.

CAMPAIGNS FOR CONSUMPTION & LOYALTY

Public programs such as "Toma Café" or ABIC to boost national consumption. In the retail sector, Costa has an app to earn points for every purchase and store locator, and Starbucks has a loyalty program by levels & boost days for points.

DIVERSIFICATION IN INCOMES

Food 4 farmers is an organization which helps with diversification strategies in coffee farms, especially with beekeeping for guarantying food safety for farmers. Pangoa is a cooperative of coffee and cacao with an organic and sustainable focus

COFFEE BY PRODUCTS

San Alberto, creates a series of coffee by products such as aromatic candles, lip balm, exfoliation, syrup. Cafe Quindio, offers chocolate covered coffee beans

INVESTMENTS RESOURCES, & TRACEABILITY

Technoserve is a non profit donating for farmers. NKQ bloom is an initiative for helping coffee farmers with inputs, know how, sustainability, and traceability manage with mobile apps

SINGLE SERVE COFFEE

Single serving and ready to drink coffee is a big market, and in Italy after the moka, the espresso single serve machines are the most used method. Sustainable options, like coffee balls, compostable pods are increasing

LOCAL HUBS FOR ROASTING

Gruppo Gimoka: Private label roasters in: coffee capsules, different type of pods, coffee beans, ground coffee, soluble drinks. Bellweather coffee offers smart roasting machines

RESISTANT COFFEE SPECIES

Hybrid arabica seeds for better resistance, or implementation of coffea stenophylla, similar to arabica, but resists warmer weather(Briggs, 2021)

E-COMMERCE DIRECT TRADE

New channels for purchasing, e-commerce for b2b, b2c, etc. Mercon offers multiple origin green coffee and small box sampling for new clients. Tutto cialde instead gives options for buying capsules & pods

RETAIL & COFFEE FARMERS

3rd wave coffee shops with direct trade. Starbucks in milano which shows all the process, and Kaldivia (COL) which sponsor weekly events for different coffee tasting

COFFEE BRANDING AND TOURISM

The Coffee Cultural landscape or Coffee triangle comprise quality coffee production regions and farms, with business diversification towards tourism, coffee tasting experiences, art activities, and gastronomy

INFRASTRUCTURE & TECH IMPROVEMENT

Ecomill technology machinery improves water and energy efficiency in coffee farms, reducing also the contamination it gets.

COFFEE EXPERIENCES

Coffee Gems, artisan roasters who offer multiple coffee experiences: tasting, brewing, espresso, sensations, and journey. Bean Hoppers: offer experiences in person, virtual (tasting kits arrives), corporate events.

FUNCTIONAL COFFEE

Coffee has important characteristics, and people are more aware of health benefits and functional ingredients. Javy offers instant protein coffee, coffee concentrate, syrup, collagen cream,

CUSTOMIZED COFFEE

For active involvement of consumers at a brewing or drinking phase. Caffelab offers a "create your own coffee" service for ordering coffee. Starbucks offers syrups or toppings, options for consumption, cold brew, etc.

SPECIALTY COFFEE & SUSTAINABILITY

High demand for specialty coffee in European markets and certified coffee (Fair Trade, Rainforest, Direct trade, Bird friendly, etc)

KNOWLEDGE EMPOWERMENT

The NFG (COL) promoted radio network, newspapers, tv programs and youtube channels for informing coffee farmers about novelties and important news.

LOW GRADE COFFEE

Low grade coffee can become animal feed,compost (gardening),bioenergy, briquettes and pellets (parchment), bio-ethanol, bio gas or bio diesel (spent coffee grounds oil).

CLIMATE RESILIENT BUSINESS

Cafe Mogambo, has great biodiversity which protects crops from weather disruptions, and becomes a research lab, with guided visits & gastronomic experiences