

GREENcoffee Vietnam

All about coffee in a handphone

GREENc  ffee



Netherlands
Space
Office





Services and end users/clients –
means of transfer

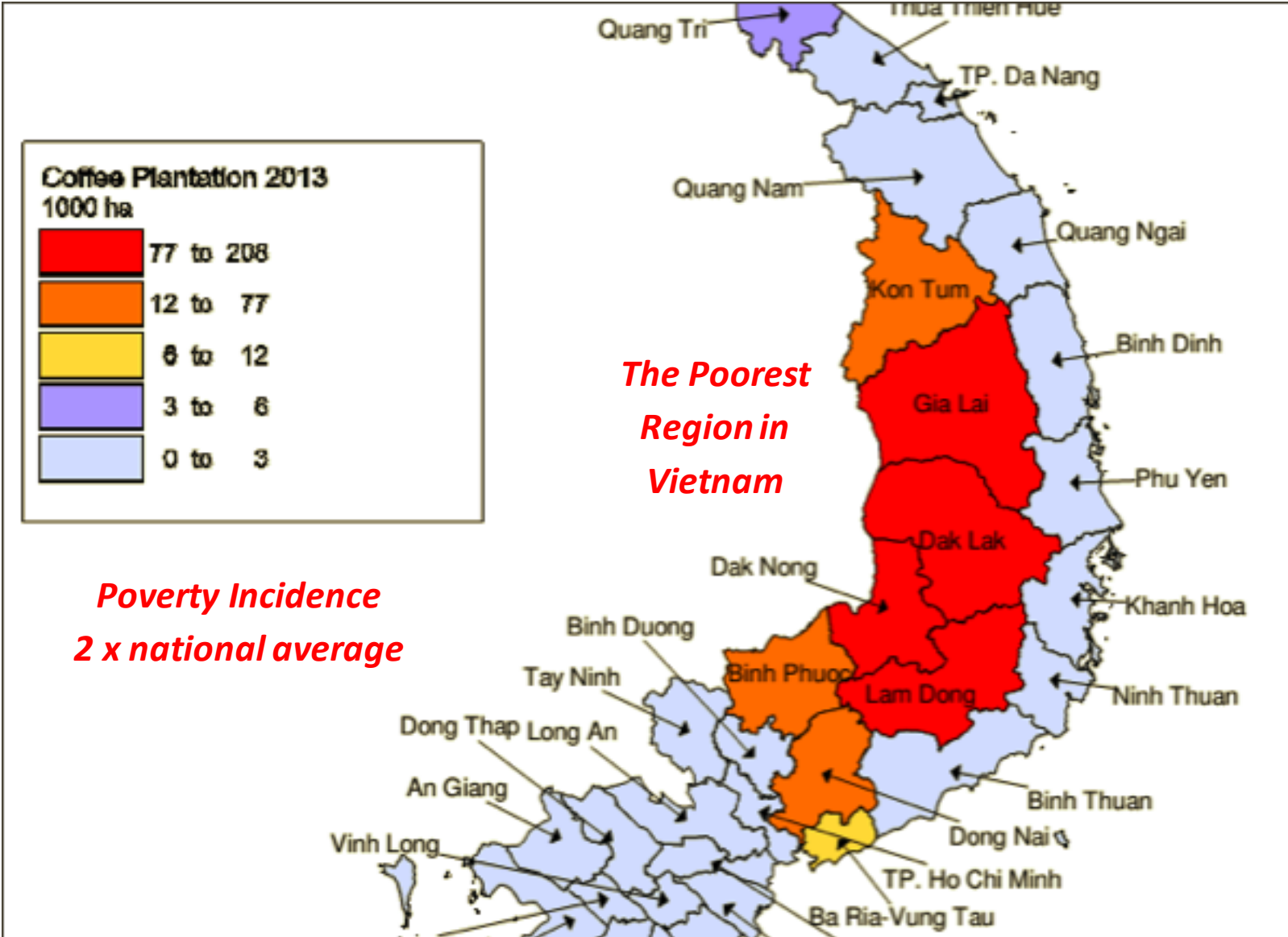
- Services and end users: (1) advices for farmers; (2) geo-products for companies
- Means of transfer: (1) SMS; (2) App; (3) web; (4) Lizard postal.
- Means for reaching farmers: Facebook (reaching more than 150,000 fabookers); web; TV; cooperation with other projects

Needs of farmers as end users (target group)

- Weather forecast
- Water availability
- Pest and diseases
- Soil fertility
- Coffee price
- Gap information



Target Group and areas



at least 25% of 600,000 coffee farmers 30% are IPs

Top 4 Coffee Provinces

1. Gia Lai
2. Dak Lak
3. Dak Nong
4. Lam Dong

Current services on App (for farmers)

Weather: Temperature; Sun hours; rainfall; rain hours; rain possibility; wind direction and speed

Weather based GAP advices: Coffee and its inter-crops

Fertilizer advices: link to GAP advices

Climate change

GAP general

Coffee price: daily, rooted from New York and London stocks

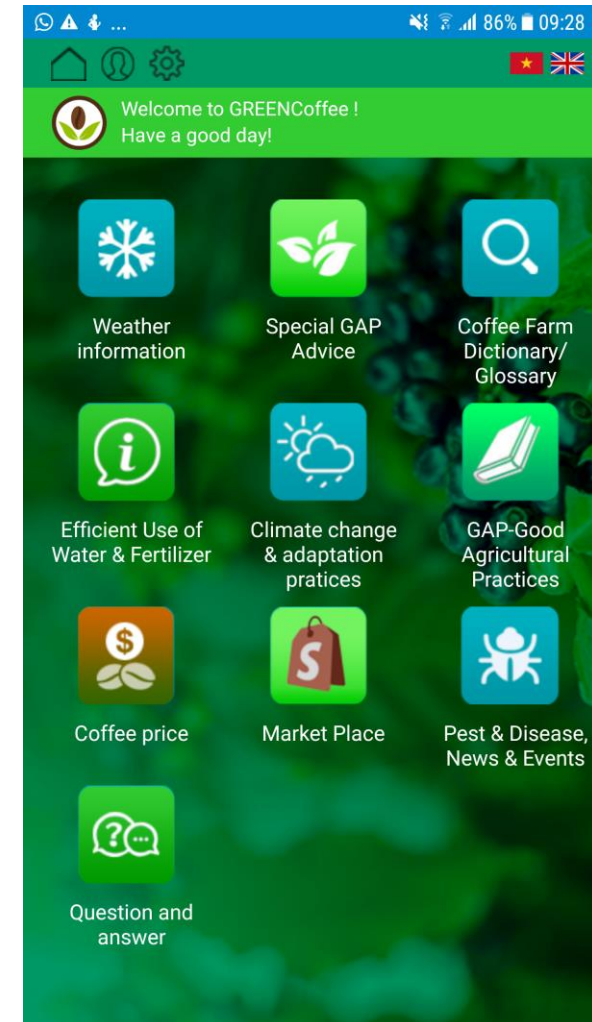
Buying and selling: forum, not yet promoted

Pest and diseases: news

Q&A: questions posted

Coffee farm dictionary: Picture based

RA (certification of RA): soon to come





BUSINESS MODEL

COST SIDE

Service provision:

- Data collection, consolidation into geo-products
- Advices generating

Infrastructure and sell:

- Promotion/PR
- Users engagement
- Storing and transferring channels: App, SMS, web, Lizard
- Management, tax

OMH as owner of GC

Greencoffee services (GC):

- Free level (GAP, weather, price)
- Payment level (monitoring, RA, AI based consultant, Q&A, geodata)



Transferring channels: App, SMS, Web



End users

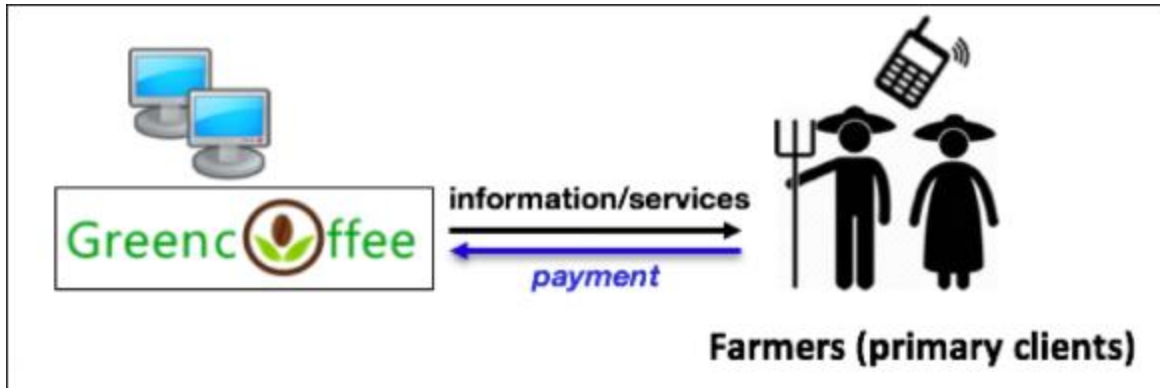
- Farmers
- Companies

REVENUE SIDE

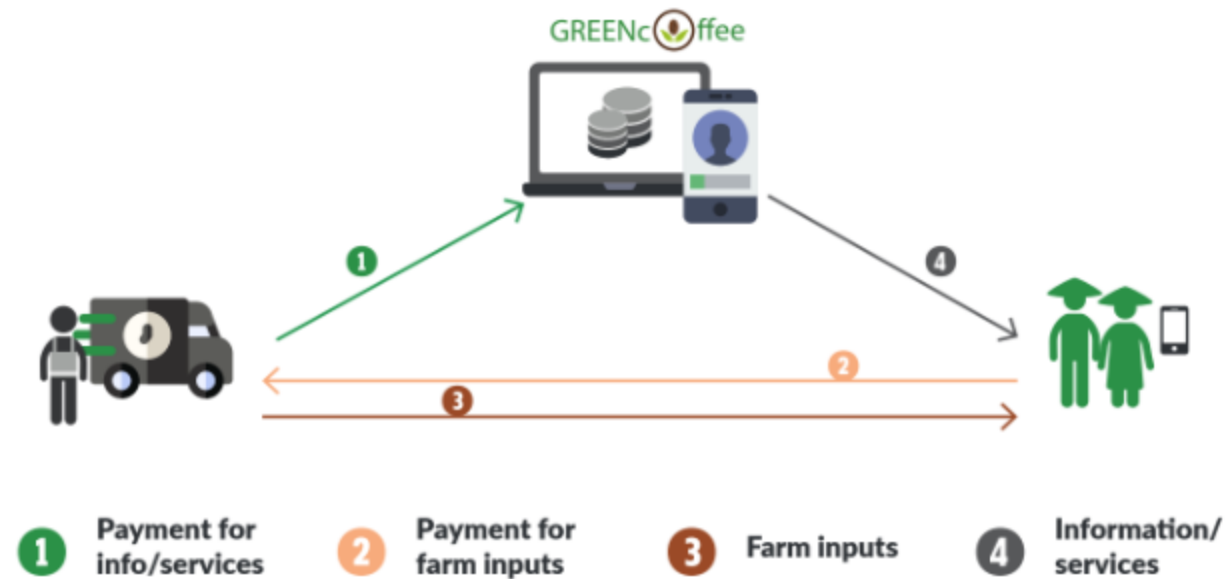
- Farmers
- Coffee companies
- Inputs companies
- NGOs
- Government
- Banks

Business Model

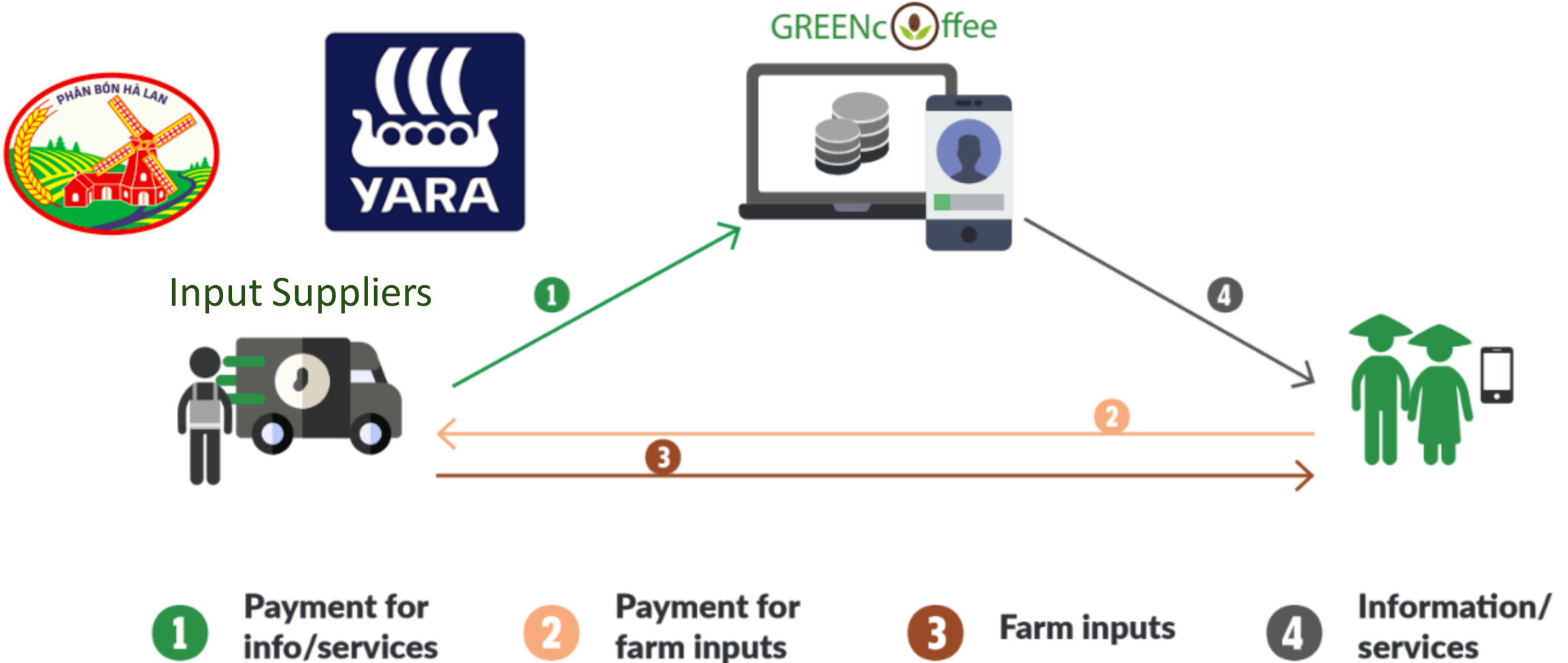
A. Direct Revenue Model for Coffee Farmers



B. Loyalty Model for Coffee Companies



Inclusive Business Model



Lizard data for companies as end users

- Farmers profiles (an example as this picture)
- Monitoring (vegetation dynamic)
- Sustainability (current coffee sustainability)
- Drought data (CDI: Combined drought index)
- NDVI (Normalized differentiation vegetable index)
- Maps layers

The screenshot displays a web application interface with a browser window at the top showing the file path: `file:///C:/Users/TTC/Desktop/Greencoffee/WP3/Data%20acquiry%20review/Link%209%20-%20Lizard_Ap`. The application interface includes a search bar, a list of farmer statistics, a map, and a layer panel.

Farmer Profiles

In the layer panel on the right you see the names of other map layers, including *Land use*.

Using the selection tool, we can see the type of dominant land use around the location of the farmer.

In this case we see that the farmers are in *wetland* and *tree cover mosaic* land use classes respectively.

Farmer Profile Data:

- Arabica (tons):
- Water costs (million VND/ha): 2
- Fertilizer costs (million VND/ha): 34.83
- Pesticide costs (million VND/ha): 0.56
- Current production (tons): 4
- Selling price (VND/kg): 45000
- Total income from coffee (million VND): 147
- Coffee buyers: Collector at commune
- Support received?: Yes
- Farmer photo: <https://akvoflow-136.s3.amazonaws.com/imag...>

Map Layers:

- Class: Wetland
- (12.77397, 108.07766) geometry
- Class: Tree cover mosaic

Farmer Info:

- Prov. | Dist. | Comm.: Đắk Lắk | H. Cư M'Gar | T. Ea Pôk
- Village: Toàn Thắng
- Name: Bùi Văn Kiệt
- Age: 64
- Gender: Male
- Phone number: 1678934869
- Income rank: Not belong to poverty group

An example of Lizard layer panel

The screenshot shows a web browser window displaying a map of Vietnam. The browser's address bar shows a file path: `file:///C:/Users/TTC/Desktop/Greencoffee/WP3/Data%20acquiry%20review/Link%2009%20-%20Lizard_Ap`. The map interface includes a search bar at the top left, navigation controls, and a top menu with options like 'Apps', 'Export', 'Dashboard', and 'Favourites'. The map itself shows the central highlands of Vietnam with numerous red dots representing coffee plantations. A 'Layers Panel' is open on the right side of the map, titled 'Select datalayers:'. It contains a list of layers with checkboxes and a green bar indicating the transparency of the selected layer. The layers listed are: Topography, Current coffee suitability, Current climate suitability, Watersheds basalt, Shallow wells, Coffee plantation (selected), Farmer info, Rain, and NDVI anomalies. The 'Coffee plantation' layer has a green bar underneath its name, indicating it is the active layer.

Layers Panel

In the layers panel you can find a list of map layers related to coffee production in the Central Highlands area.

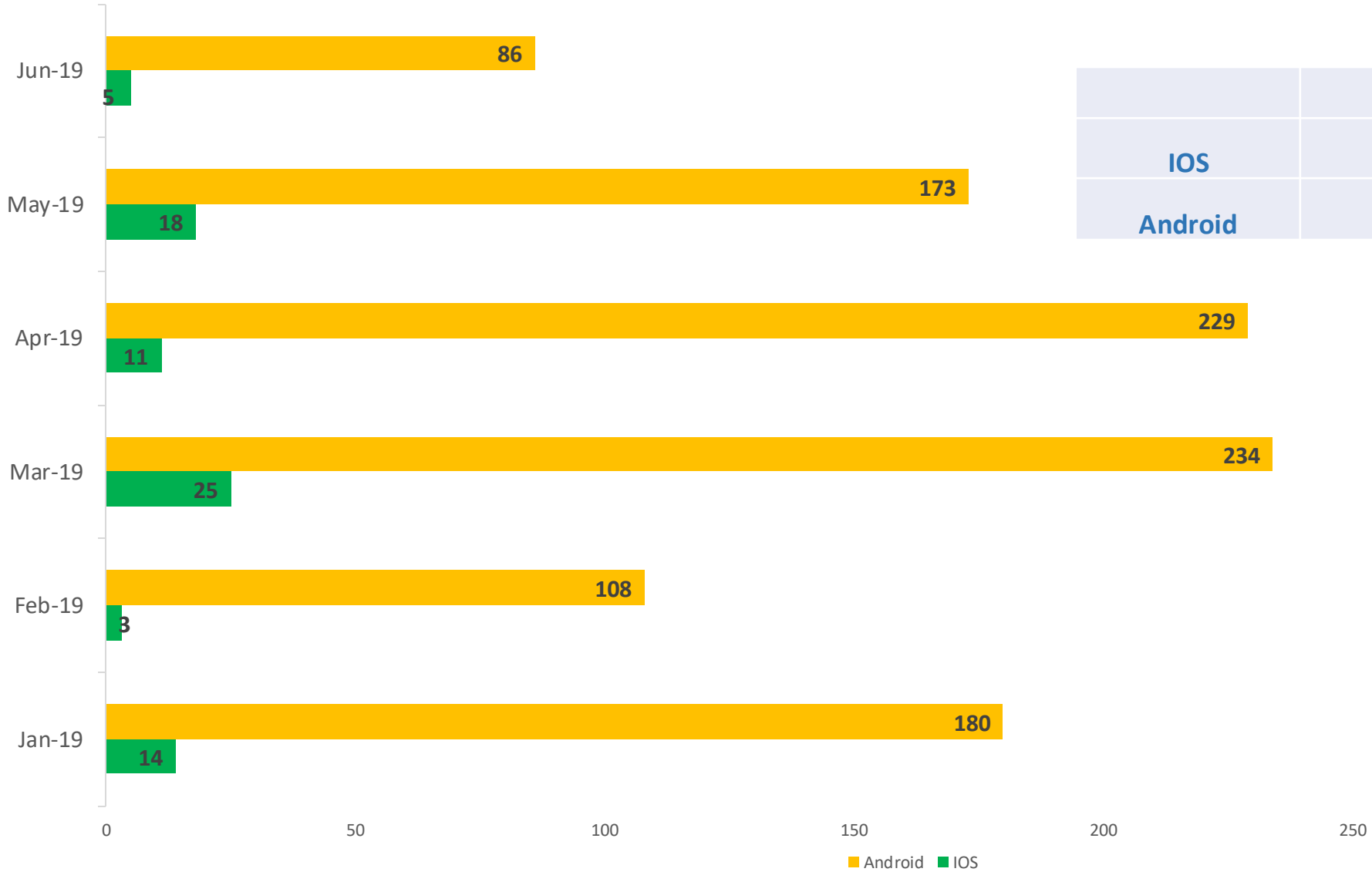
Layers can be activated by clicking on its name

The top layer is the background layer, and can be set to either satellite or map modes.

The green bar underneath the layer names sets the transparency of that layer.

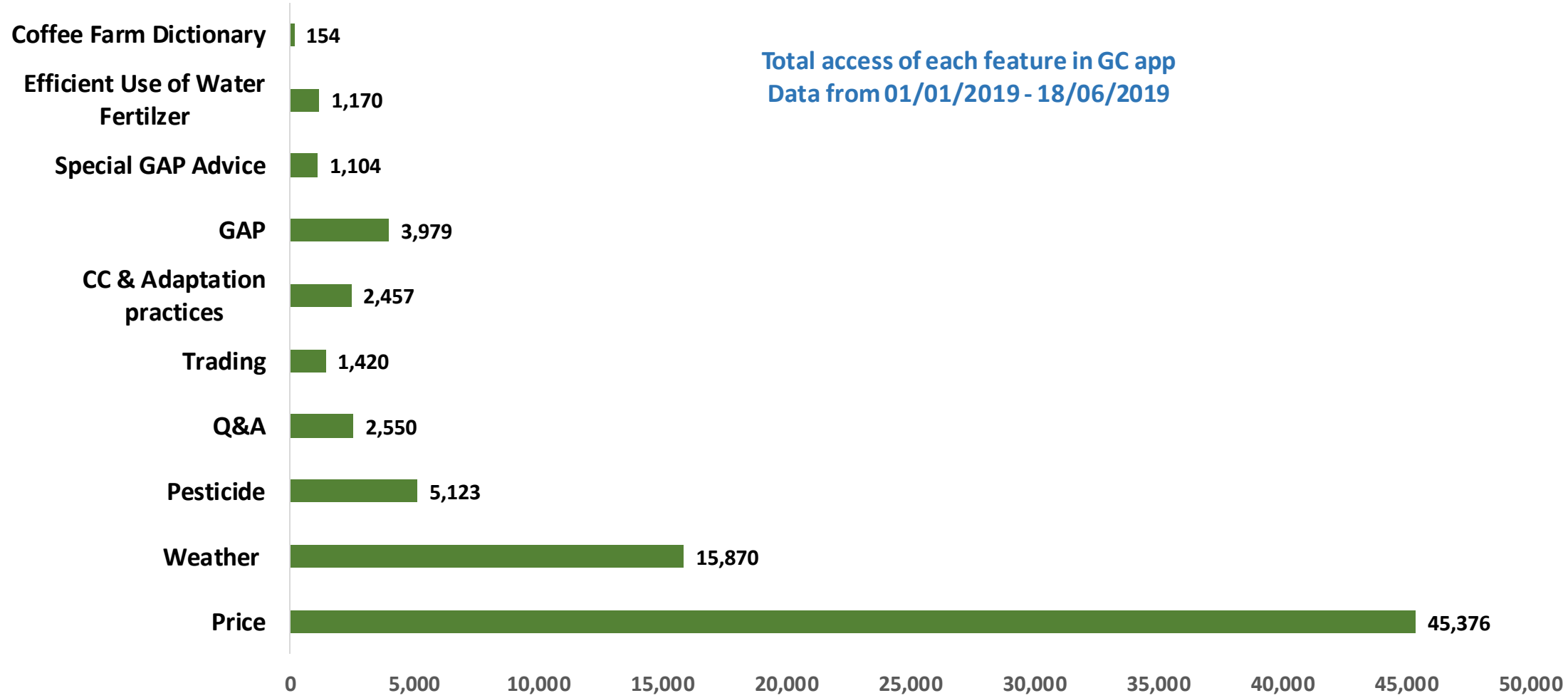
Updates on Farmer Clients Business Development

Total download of each month in GC app



	Total from 10/2017 - 06/2019
IOS	1,695
Android	5,357

Updates on Farmer Clients Business Development

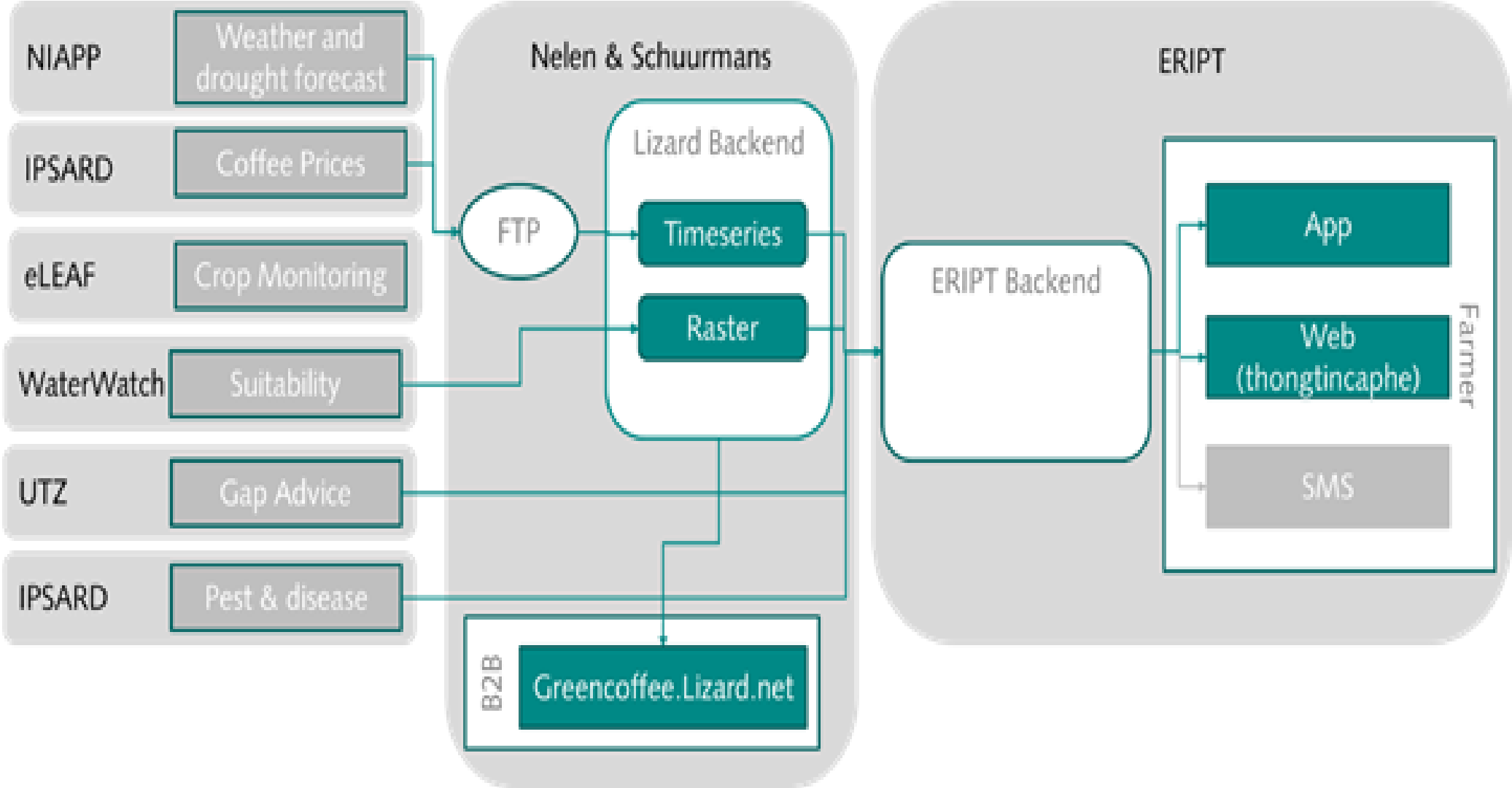


GREENcoffee

Partners



Roles of partners in the information flow



Challenges we were facing and the ways we overcome

- Restrictions for foreigners in the area, due to political unrest: ERIPT worked with local government
- Capabilities of consortium insufficient to develop and transfer practical farmers advice: Hiring coffee expert for Q&A
- Delayed provincial government permission to carry out field activities if ICCO applies: ERIPT applied for the permit
- Results of satellite data are not as good as expected. It is not useful/practical for farmers with original geodata products: whether based advices App.
- Not all expected data can be collected: Using information on soil types and expected yield for fertilizer advices





CONTACT US

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Summary of our services for farmers

