GREENcoffee Vietnam

All about coffee in a handphone

GREENCoffee

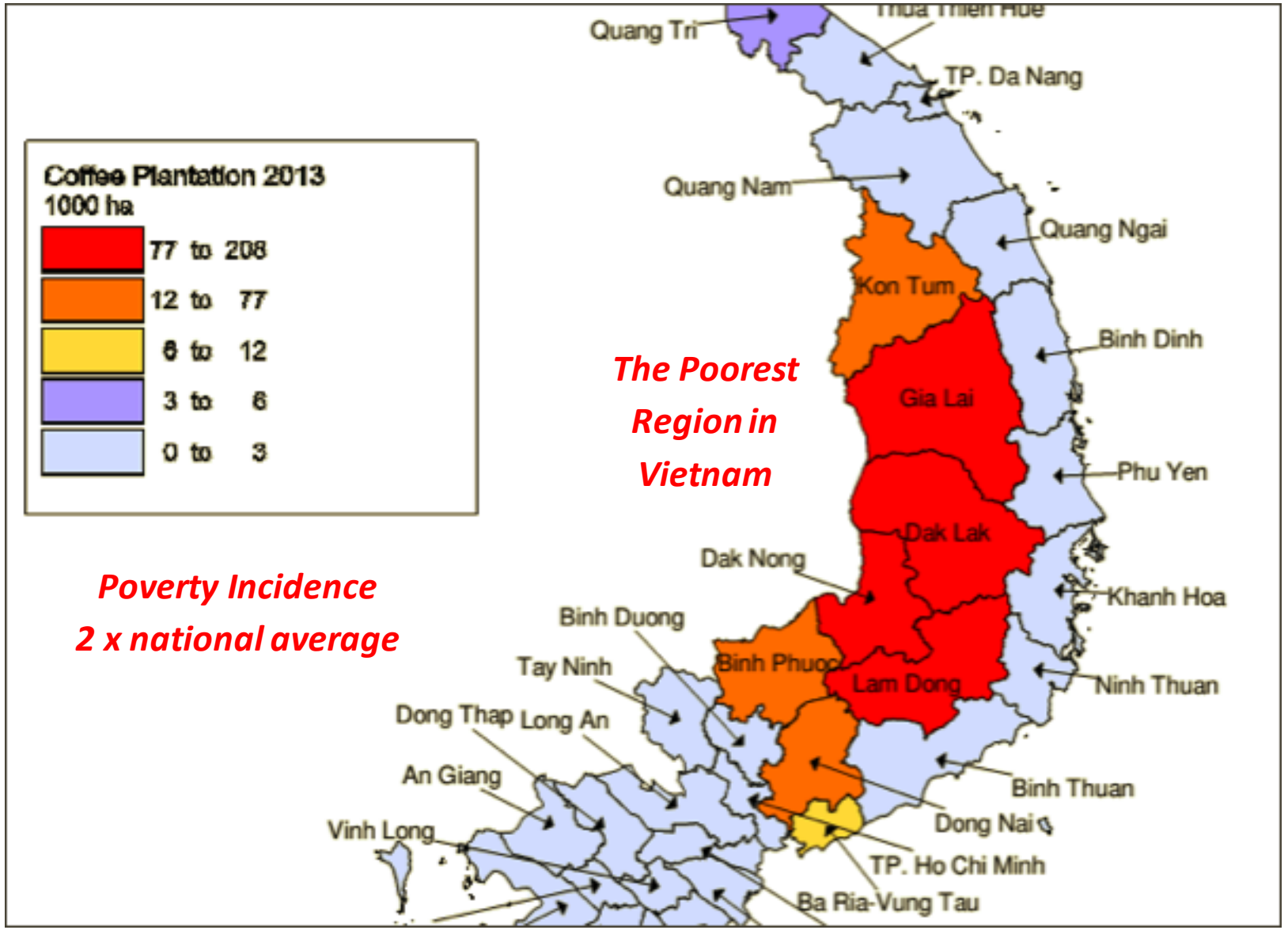
Services and end users/clients – means of transfer

- 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



The Poorest Region in Vietnam

Poverty Incidence 2 x national average

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

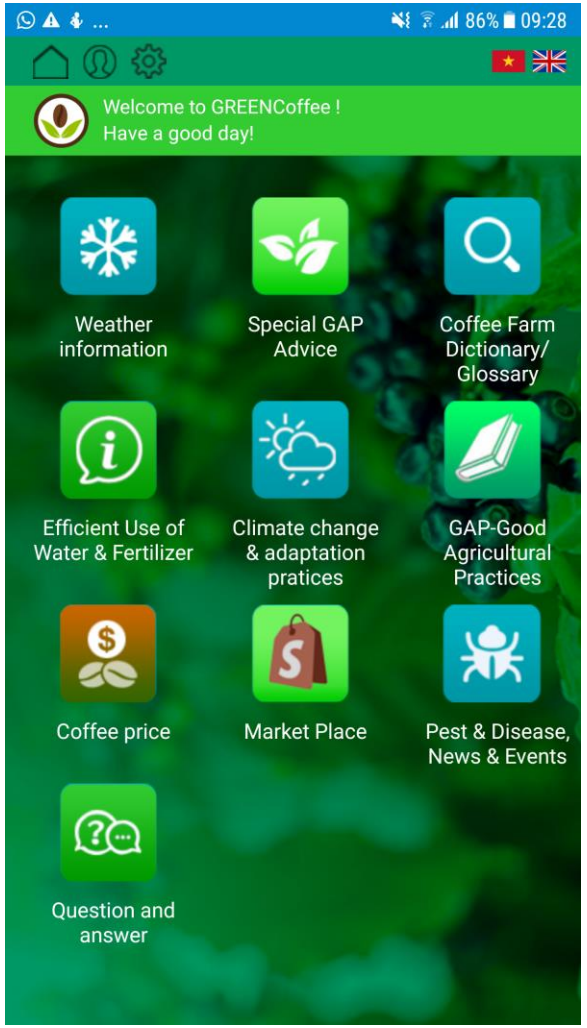
Buying and selling: forum, not yet promoted

Pest and diseases: news

Q&A: questions posted

Coffee farm dictionary: Picture based

RA (certification of RA): soon to come



GREENcoffee

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

↓

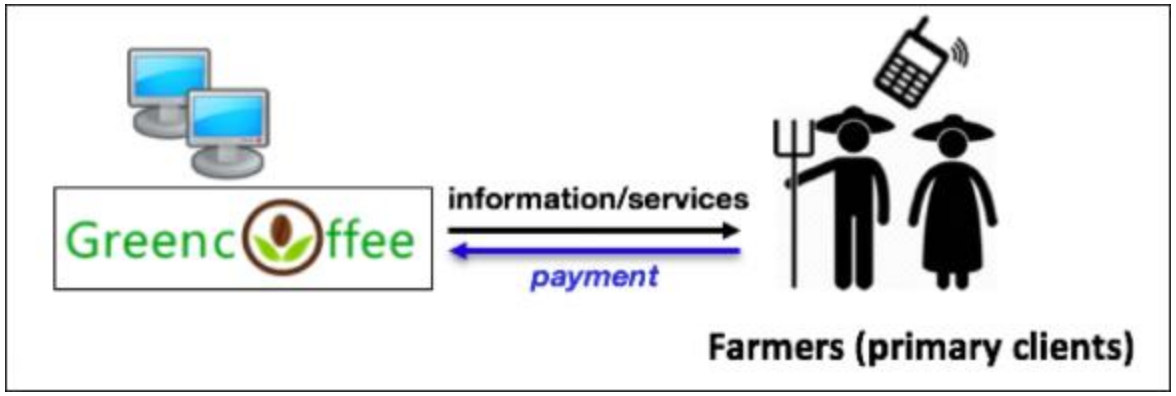
End users
- Farmers
- Companies

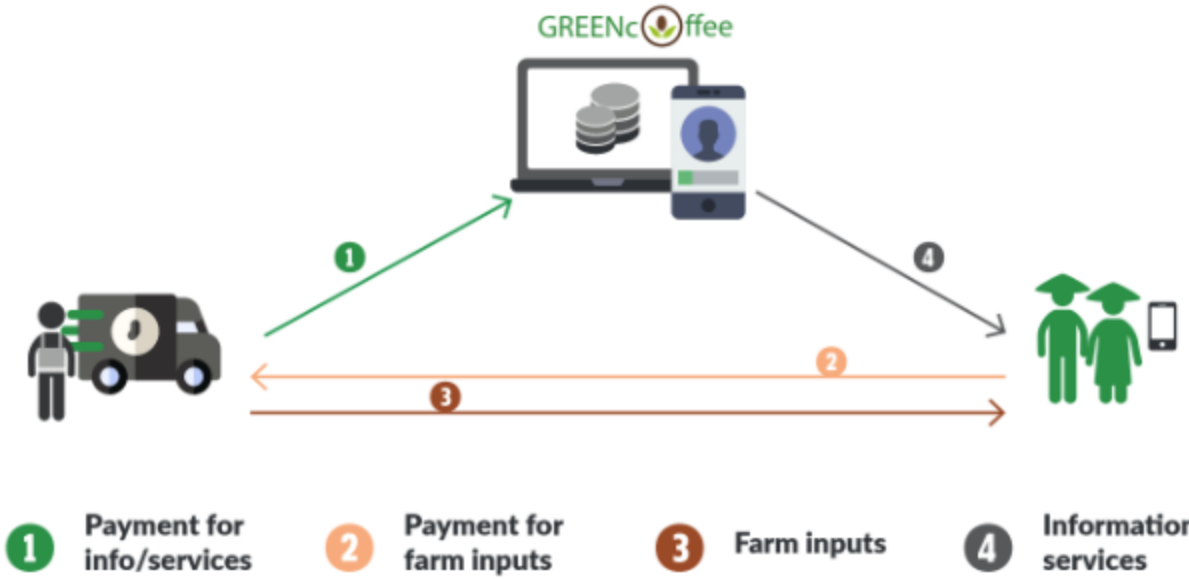
REVENUE SIDE

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

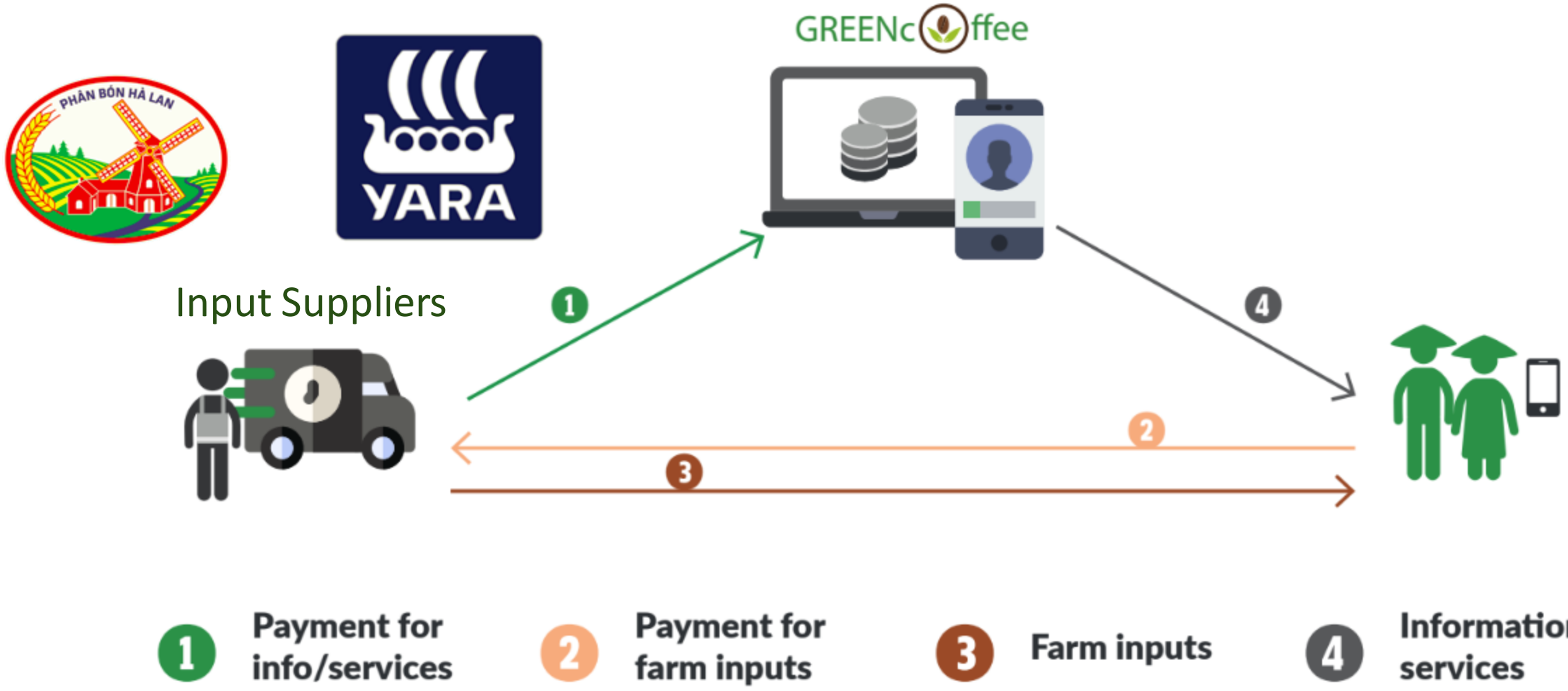
Business Model

A. Direct Revenue Model for Coffee Farmers	*B. Loyalty Model for Coffee Companies*



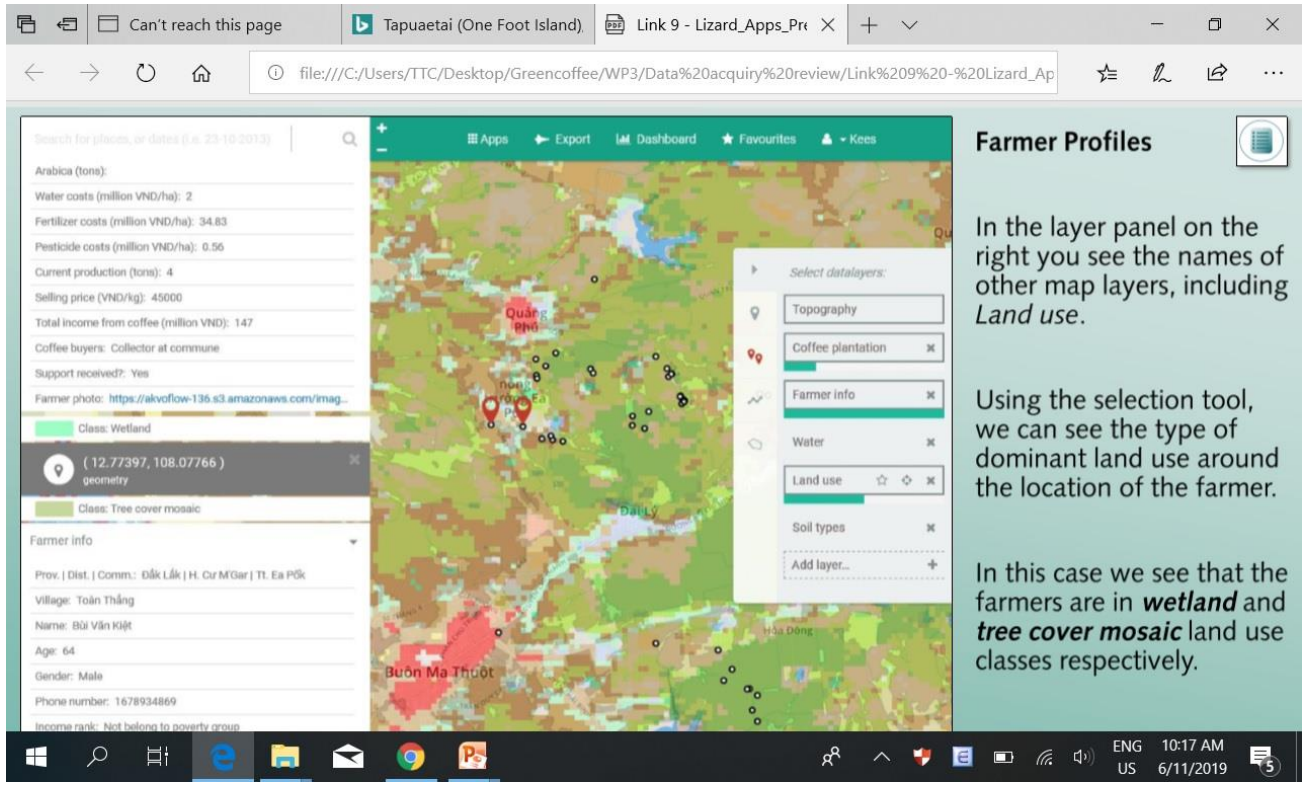


Inclusive Business Model

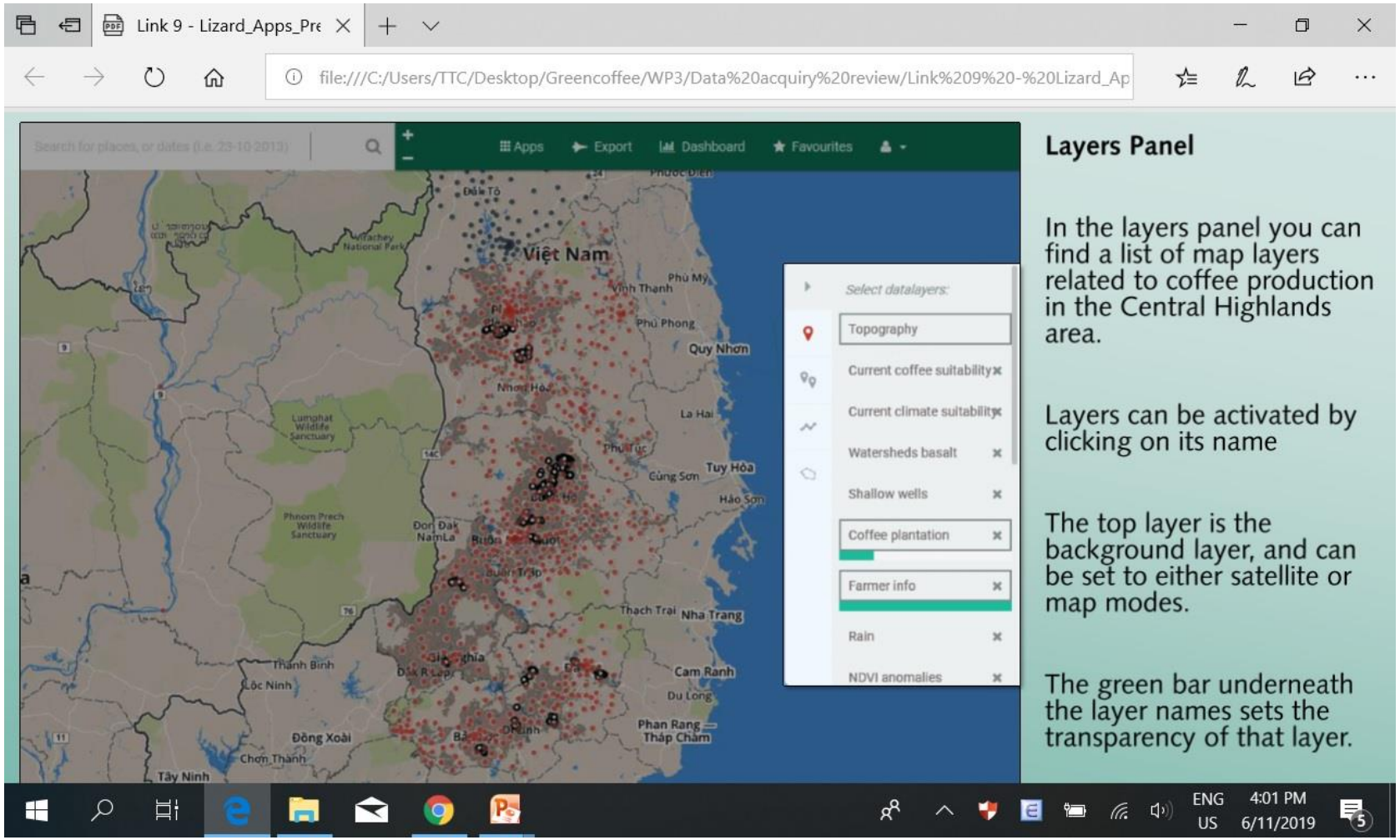


Lizard data for companies as end users

- 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

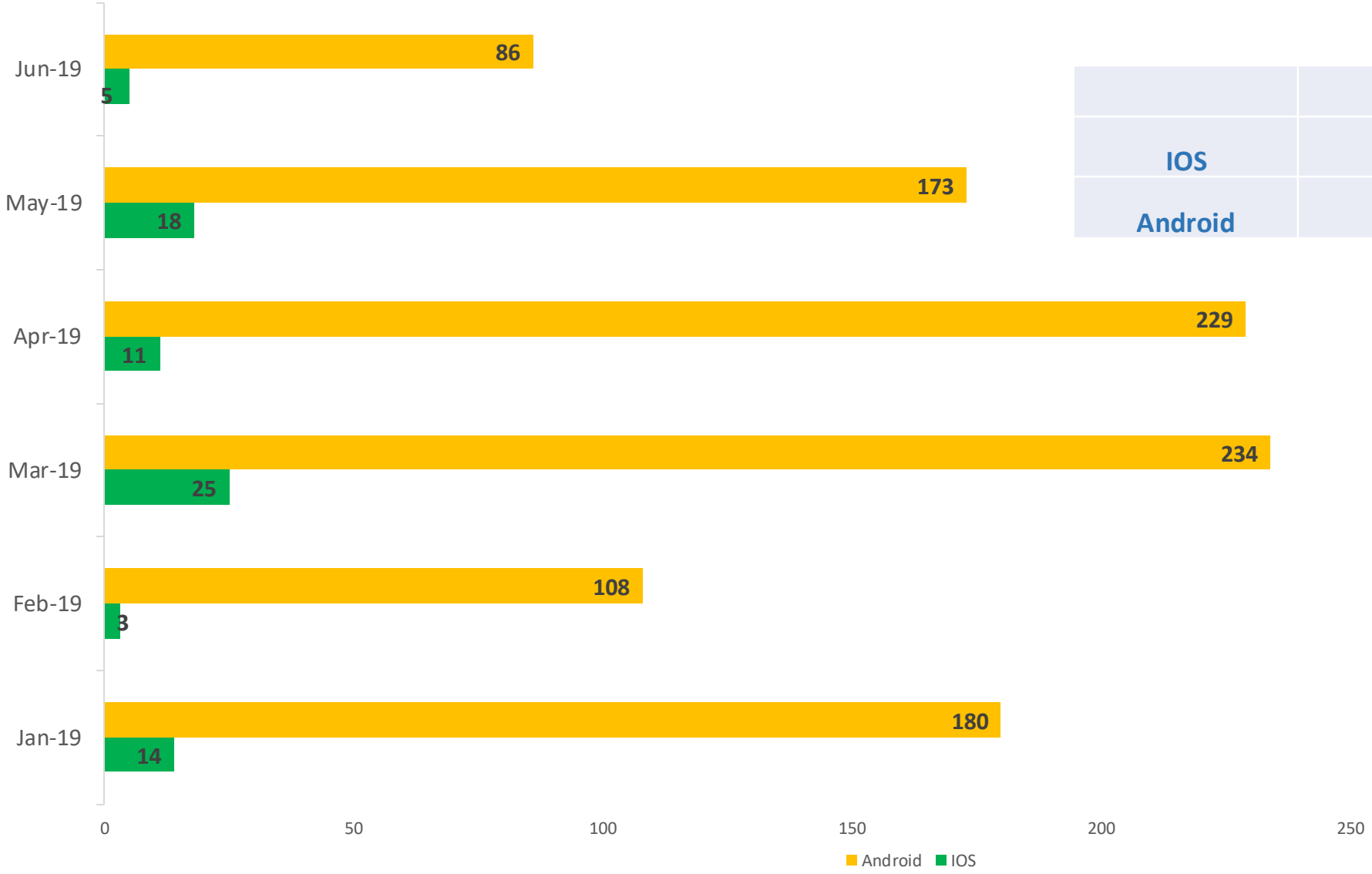


An example of Lizard layer panel



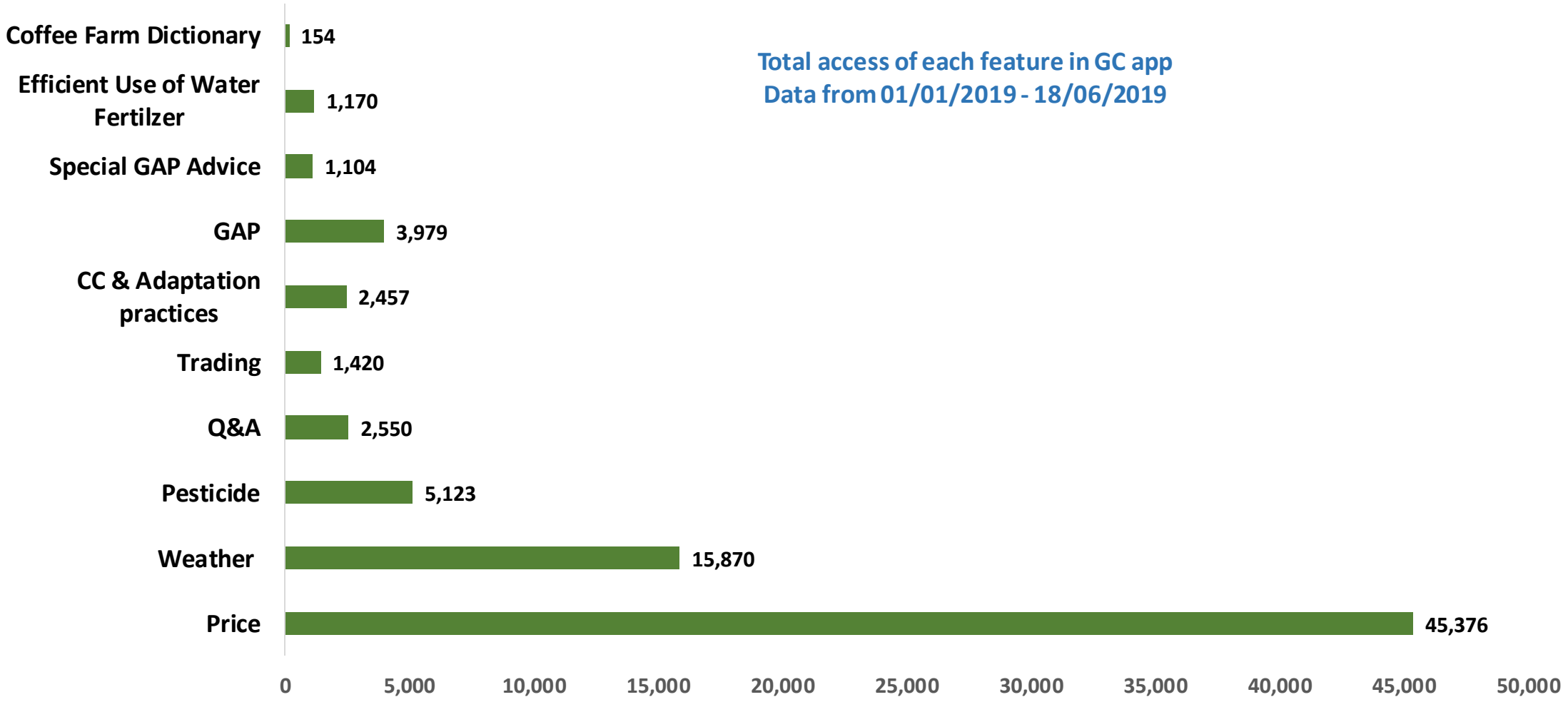
Updates on Farmer Clients Business Development

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

G4AW
GEODATA FOR AGRICULTURE AND WATER

Netherlands Space Office

ICCO COOPERATION

OmiHubs

Ministry of Foreign Affairs of the Netherlands

eleaf
FEED THE WORLD

ERIPT

Nelen & Schuurmans

akvo.org

WATERWATCH COOPERATIVE

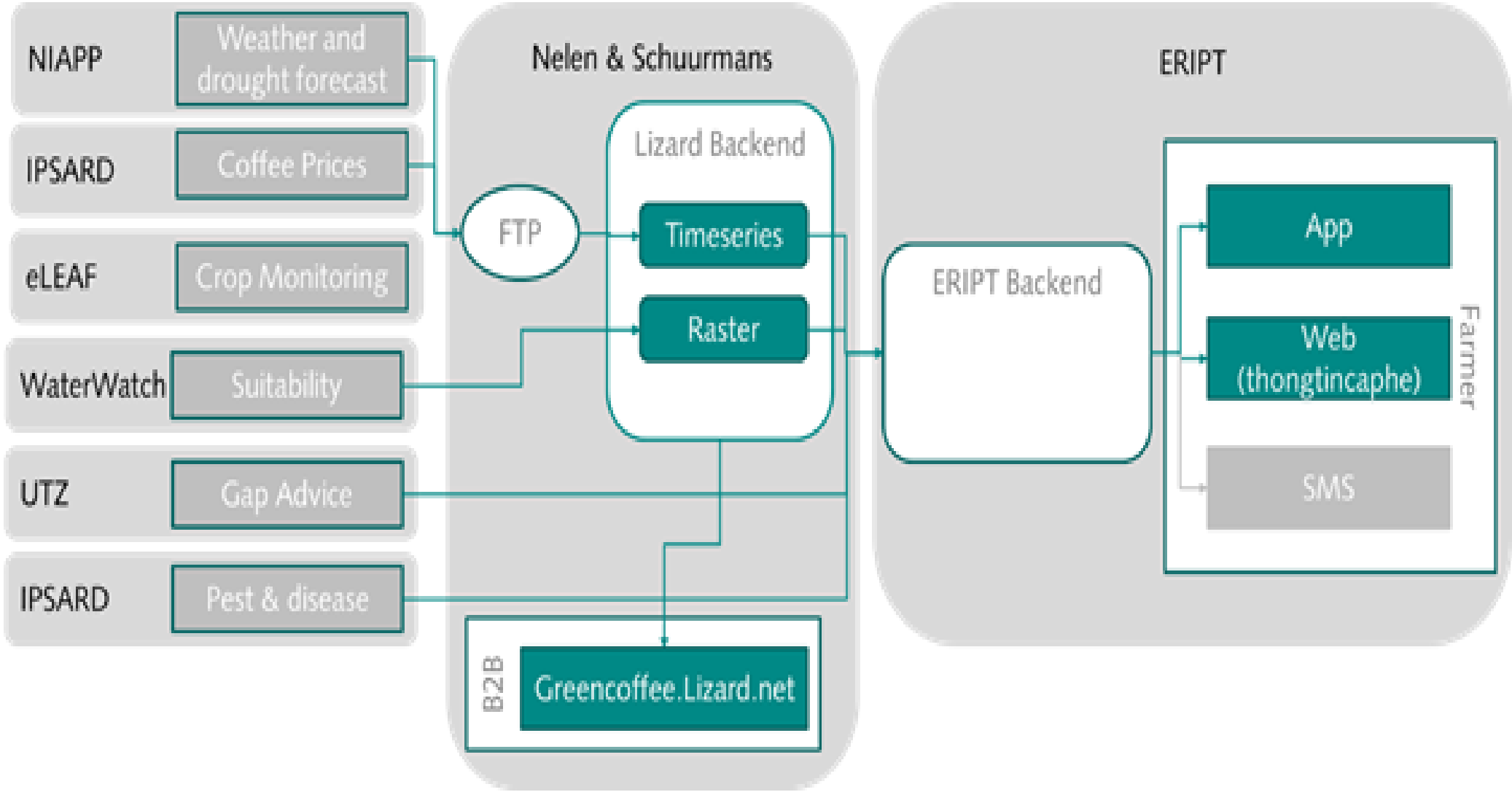
VIỆN QUY HOẠCH VÀ THIẾT KẾ NÔNG NGHIỆP
NIAPP

Ipard

Rainforest Alliance

GREENcoffee

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

GREENcoffee

CONTACT US

Le Hien (Vietnam): l.hien@icco.nl

GREENcoffee

Summary of our services for farmers