

## Araku Coffee- Vishakhapatnam, Andhra Pradesh

Touted across the world for its unique flavor, the coffees of Araku region are light to medium body, pleasant acidity with a citrus note of grapefruit with mild Jaggery sweetness. The cherry/unwashed/natural Araku Valley Arabica Coffees exhibit positive fruit taste with sweet, honey and occasionally a hint of pleasant wine.

- Have the potential to become India's best coffee brand – consistent score of 85/100 in international cupping protocols.
- Araku coffee found global recognition by winning the prestigious Gold Medal for the best coffee pod in the *Prix Epicures OR 2018 Award in Paris, France*.
- A social enterprise named 'Araku Originals' was established in 2008 by Naandi Foundation, an NGO, and began drawing buyers from countries like Japan, South Korea, Switzerland, and France.

### Problems

1. Muddy smell: The foremost problem for the coffee is the muddy smell that is damaging its aroma
  - Currently, Coffee Board has been providing subsidy for 600 cement drying yards every year. In this pace, it may take another **22yrs** to meet the demand
    - Present scenario - ITDA & Coffee Board together have constructed 22,000 drying yards which covers about 44,000 acres in last one decade.
    - Total garden area = 1,10,000 acres approx.

#### **Proposed Interventions**

- a. Cement drying yards to dry the coffee cherries and beans
  - b. Improve the situation by providing tarpaulins and encouraging farmers to construct their drying yards
2. Premature plucking of beans during harvesting.
    - The farmers at Araku Valley use unwashed method & they pluck all the beans at a go without taking in consideration the bean quality & maturity

#### **Proposed Interventions**

- a. Increase awareness about washed and semi-washed coffee processing methods to produce more complex and smooth coffee texture
  - b. Creating awareness among farmers to prevent immature bean usage and segregation machine
  - c. Better Quality check-up for coffee beans and packaging
3. Lack of Market awareness: US, Canada Netherlands France are the biggest buyers, but we do not export to these countries.

**Proposed Interventions**

- a. Export to the world top buyers like Canada and France
  - b. Selling Araku Coffee as premium in India through partnership
4. Product development is still at a nascent stage.

**Proposed Interventions**

- a. Product development like Coffee bean chocolates : Examples
  - b. Branding coffee like cheese : Example
5. Skill development & increase awareness:

**Proposed Interventions:**

- a. Growing under natural shade gives better quality beans than the mon shade grown coffee beans
  - b. Increase awareness and conduct workshops to make farmers understand more about bean ripening
6. Lack of standards and methods to verify caffeine level in coffee

**Proposed Interventions**

- a. Developing quality assurance centres
  - b. Develop standardize methods to quantify the caffeine content in arakku coffee beans, pulp and leaves
7. Absent in government market places like GeM, TribesIndia etc.

**Proposed Interventions**

- a. Promote sales through
  - o Hunaar haat
  - o TribesIndia
  - o Khadi Stores
  - o GeM

<b>Sr. No.</b>	<b>Proposed solutions</b>	<b>Agency</b>
1	Cement yards to dry cherry and coffee beans	Integrated Tribal Development Authority & Coffee board
2	Supply to biggest buyers like US, Canada, Franc & Netherlands	Ministry of Commerce & Industry Coffee Board
3	Immature Beans usage	Coffee Board
4	Increase awareness - Natural Shade vs Mono Shade	Integrated Tribal Development Authority & Coffee board
5	Marketing & Branding	Coffee Board Ministry of Commerce & Industry

6	Product Development -Coffee Chocolate	Coffee Board Ministry of Commerce & Industry
7	Cup Quality	Coffee Board Quality Council of India
8	Govt. Market Places	TRIFED, KVIC, Ministry of Commerce & Industry