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**BOOK OF ABSTRACTS**



- Agronomy
- Chemistry
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## Hours and Misfortunes of the Geographical Indications (GI) of Kintamani Bali Arabica coffee: What possibilities to reactivate them by reconsidering traceability

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### RATIONALE

The Geographical Indications (GI) can play an important role in the coffee sector on the recognition of a specific quality due to a *terroir* effect. However, GI development appears as a path full of pitfalls.

### METHODS

The GI “Kintamani Bali Arabica coffee” has been the first registered GI in Indonesia in 2008.

### RESULTS

By this study concerns the difficulties of the GI development in the coffee sector as (i) the low level of prices paid to coffee farmers, notably induced by the strength position of middle-men, (ii) the competition of other crops and (iii) the difficulties of maintaining cooperative strategies. Under the Ministry of Co-operative & SMEs of Republic of Indonesia, the Coop Coffee Project aimed since 2015 to relaunch a GI dynamic. The project has re-established a processing unit and the quality produced has interested Starbucks with an efficient traceability system, which links data on farmers' group, finance, and market developed by Bext360.

### CONCLUSIONS & PERSPECTIVES

The lessons learned from the GI's trajectories in different countries during the last decades and the technology currently available bring new possibilities for GI's development.



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