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BREWING CHANGE: FROM FARM TO CUP

How traceability connects farmers, producers, and consumers, ensuring every cup is rooted in transparency.

From the Source

In Lore Peore, Central Sulawesi, women farmers are strengthening sustainable coffee farming — ensuring every bean can be traced back to its origin.

“We aim to keep every step organic, from planting and harvesting to maintenance and pest control. The produce is sold to farmer groups, managed together, and then sold by the group itself.”

Nurlin Benuku,
Head of Agricultural Extension Officer



Cultivating Transparency

“We ensure every ingredient can be traced — from the source to the cup.”

Fildzah Djafar,
Barista at Kayana Restaurant,
Palu, Central Sulawesi



With traceable sourcing and QR codes, consumers can follow where their coffee comes from and who makes it possible.



Building Trust, One Cup at A Time

Traceability builds confidence across the supply chain — from farmers to consumers — by ensuring coffee is grown responsibly and transparently.

“Traceability matters because consumers deserve assurance that their coffee is responsibly grown.”

Hasda Japar,
Owner of Kalemago Coffee, Palu, Central Sulawesi



Every Coffee Harvest Has a Story

Behind responsible sourcing are real lives and livelihoods, shaped by opportunity, fairness, and long-term commitment.

“ For some people, coffee may taste bitter. But for me and my family… It tastes incredibly sweet."

Sutrisno,
Coffee Farmer





Find out more about EU's efforts to promote a deforestation-free value chain here.

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