



orang  
utan  
coffee



# Orang Utan Coffee Project

Their future, our nature, your coffee - take responsibility



© Marco Buemi

## Our red relatives are on the brink of extinction

Tropical lowland rainforest in northern Sumatra is the natural habitat of the last free-roaming Sumatran orangutans and a hotspot of biodiversity. Its rapid destruction, spurred by the oil palm industry, devastates the livelihood of the local population and the existence of the orangutans. Its loss has a catastrophic impact on the global climate, which affects us all directly.

### Preserve and protect tropical rainforest ecosystems

With the Orangutan Coffee Project, we attempt to counteract this disaster. This project integrates green economy, nature conservation and social responsibility. In a joint effort we improve the livelihood of the involved coffee smallholders and support the fight for the last Sumatran rainforests.



### info

Sumatra, is the sixth-largest island in the world, measuring 473,481 km<sup>2</sup> – about ten times the size of Switzerland. This area includes 50,000 km<sup>2</sup> of surrounding islands. Around 50 million people live on the island of Sumatra (2010 figure).

Lowland rainforests, orangutan habitat, once covering the whole island of Sumatra have shrunk to around 20% of their original area. They contain hotspots of extraordinary biodiversity, which were added to the UNESCO World Heritage List in 2004.



## A holistic approach: support for farmers and orangutans

The coffee smallholders, who are certified according to the Orang Utan Standards, receive a premium of 0.50 EUR per kilogram exported green bean in return for their environmental performance. They have committed themselves to respect the Indonesian National Standards for Organic Farming, as well as to renounce at deforestation, hunt and trade of protected flora and fauna. Compliance with the standards are controlled annually by an external institution.

### Financial support strikes the right note

Another premium of 0.50 EUR per kilogram exported green bean goes to the Sumatran Orangutan Conservation Programme SOCP of Swiss PanEco Foundation. These funds support the medical care of sick and orphaned apes and their reintroduction into protected rainforests. Continuous lobbying and promotion of law enforcement support our fight for conservation of lowland rainforests, which secure the long-term basis of existence of the last Sumatran orangutan populations.





## The Orang Utan Coffee thrives in Sumatra's highlands

Sumatra's tropical montane rainforest provides the special microclimate, where the unique Sumatran Arabica coffee thrives. In the Gayo Highlands of Central Aceh, famous for its extended Arabica coffee gardens of around 70'000 ha, we found our first project partners in 2012. These smallholders manage coffee gardens of an average 2ha per farmer at 1'200 to 1'800 masl. The Gayo Highlands border the famous Leuser Ecosystem, a rainforest conservation area of about 20'000 square kilometers, hotspot of biodiversity and home to the critically endangered Sumatran orangutan, Sumatran rhino, Sumatran elephant and Sumatran tiger.

### **Coffee smallholders, our most important partners**

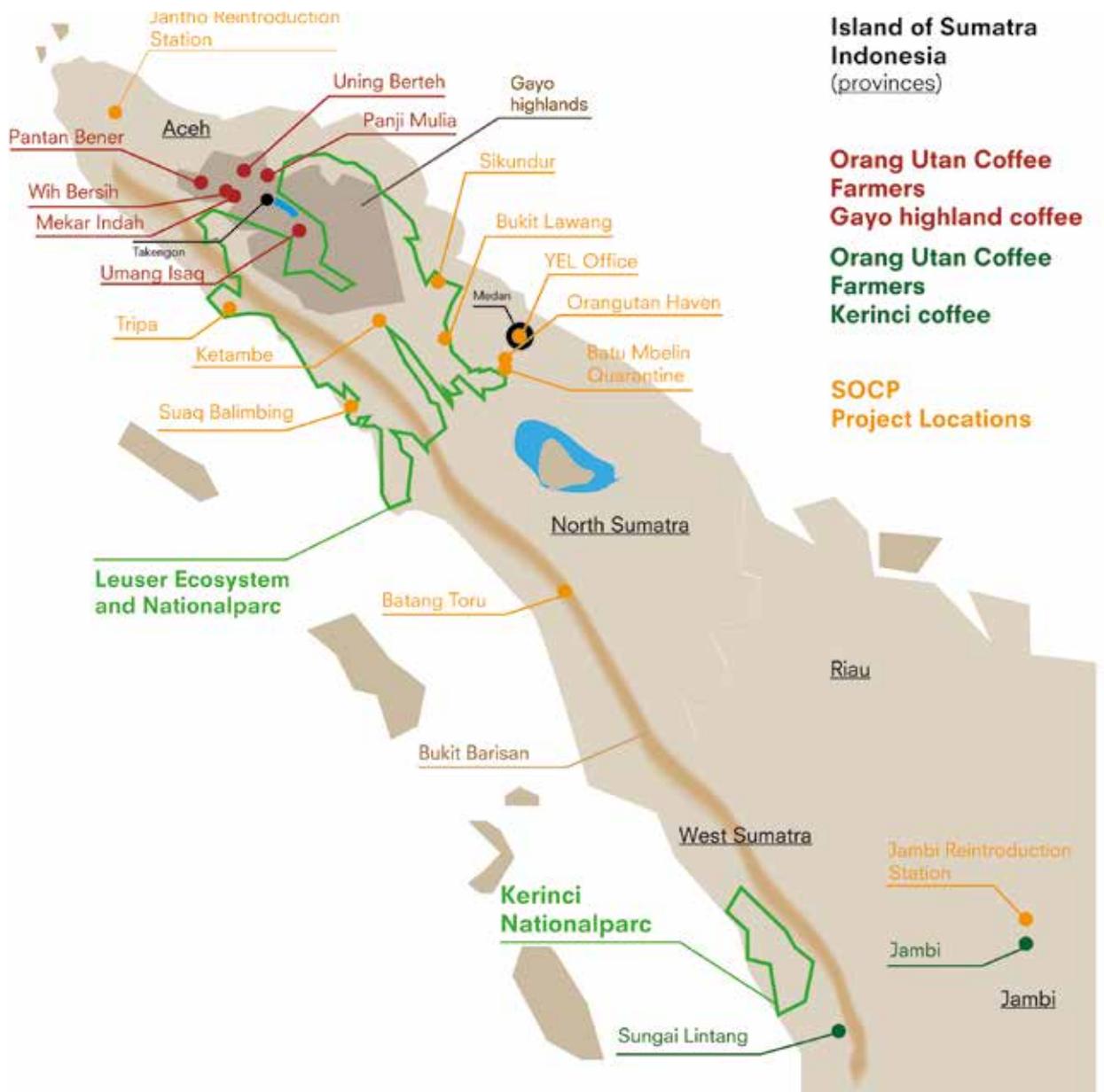
Our second ORANG UTAN COFFEE plantation area lies in Central Sumatra, bordering the Kerinci Seblat National Park of nearly 14'000 square kilometers and a biodiversity of around 4000 plant and more than 370 bird species, equal to the Leuser ecosystem.

Originally a tea and vegetable farming area, coffee farming started there only in 2009. First harvests were picked in 2014 and today the plantations extend over 500 hectares and produce more than 1000 tons of green bean. Once more, our partners there are independent coffee smallholders.





**A whole network for sustainability**





© PanEco

## The Orang Utan Rainforest GmbH – a model Green Business

The Orang Utan Rainforest GmbH at Berg am Irchel, Switzerland, is the owner of the protected trademark Orang Utan Coffee. As a green business we stand for a holistic, sustainable business policy. First of all come social responsibility, conservation of biodiversity, resource and climate protection. However, establishment of a flourishing trade with coffee of best quality, is the key for success of ORANG UTAN COFFEE. Therefore, we do not only promote rainforest conservation, but in addition organic farming and coffee competence of our local partners.

### We focus on credibility and transparency

In co-operation with professional partners from the coffee specialty sector we strive for stable, high quality and lawfulness of our brand ORANG UTAN COFFEE. We ensure a transparent retail chain and expose all costs, which underlie the calculation of fair prices for producers, traders, roasters and consumers.

All interested parties are welcome anytime to visit the project and convince themselves on the spot of its credibility. Once a year a project tour for coffee professionals and coffee lovers is organized to visit the Sumatran coffee smallholders and their coffee gardens up in Sumatra's highlands, as well as the Orangutan Conservation Programme.



### info

We started in 2012 with the first smallholder farmers' group Wih Bersih. Nowadays, more than 400 coffee farmers are our partners in ORANG UTAN COFFEE and more and more farmers are interested in joining ORANG UTAN COFFEE.

By now, about 10% of the running costs of the Orangutan Conservation Programme are covered by the premiums, which we can pay out of the ORANG UTAN COFFEE PROJECT.



## Transparency from bean to consumption

### ORANG UTAN COFFEE Guidelines

All Orang Utan Coffee farmers

- do not use any agricultural chemicals such as synthetic fertilisers, pesticides, herbicides (compliance with Indonesian National Standards for Organic Agriculture SNI).
- agree not to clear tropical rainforest in order to expand their coffee plantation.
- commit to refrain from hunting, catching or trading any protected species of animal or plant.

We guarantee that our coffee farmers comply with the stringent ORANG UTAN COFFEE guidelines. Regular inspections are conducted by LeSos, a certification company which has been built up in cooperation with Swiss PanEco Foundation and Swiss bio.inspecta AG, an internationally recognized certification company. LeSos is supervised by the Ministry of Indonesian agriculture.



### info

Once a year, everybody interested in ORANG UTAN COFFEE, coffee professionals as well as coffee lovers, are invited to visit ORANG UTAN COFFEE farmers in Gayo and Kerinci and also to see the Orangutan Conservation Programme. Please find the tour information on our website: [orangutan.coffee/coffeetour](http://orangutan.coffee/coffeetour)



© PanEco

## Contact

**We will be happy to welcome you!**

Orang Utan Regenwald GmbH  
Chileweg 5  
CH-8415 Berg am Irchel  
Switzerland

Tel.: +41 52 354 32 32  
E-Mail: [info@orangutan.coffee](mailto:info@orangutan.coffee)

[orangutan.coffee](http://orangutan.coffee)

**For green coffee trade:**  
[lucas@orangutan.coffee](mailto:lucas@orangutan.coffee)

## info

On our website you will find the roasters area, that provides all important information such as a licence agreement, the design manual and other helpfull material concerning the partnership with ORANG UTAN COFFEE.

Please contact us for the password:  
[ann@orangutan.coffee](mailto:ann@orangutan.coffee)

