



# Annual Report

# 2024



# Table of Contents

LETTER FROM THE FOUNDER	03
COMPANY OVERVIEW	04
SUSTAINABILITY & CONSERVATION INITIATIVES	05
COMMUNITY ENGAGEMENT & EDUCATION	6-7
ETHICAL SOURCING & SUPPLY CHAIN TRANSPARENCY	08
PRODUCT DEVELOPMENT & INNOVATION	09
POST-HARVEST CENTRALIZATION & INFRASTRUCTURE DEVELOPMENT	10
IMPACT HIGHLIGHTS	11-13
LOOKING AHEAD: 2025 STRATEGY	14
CONTACT US	15

# Letter from The Founder



Dear Friends and Partners,

2024 has been another remarkable year for Orangutan Coffee, a year that has seen us continue to grow in both our commitment to conservation and our mission to provide exceptional coffee. Our team is deeply proud of the progress we've made in advancing environmental sustainability, supporting local communities, and preserving the habitats of the critically endangered orangutans.

At Orang Utan Coffee, we believe every cup of coffee should serve a dual purpose: to deliver an exceptional, sustainably sourced coffee experience and to contribute to the conservation of orangutan habitats in Sumatra, Indonesia. Through close partnerships with smallholder farmers and conservation organizations, we continue to build a supply chain that supports both people and the planet.

This year, we expanded our initiatives to reduce our environmental footprint, introduced new product innovations—including the Honey Process Coffee and centralized post-harvest processing facilities—and strengthened our commitment to ethical sourcing.

We are especially excited about our progress in regenerative farming, ecosystem restoration, and transparent supply chain practices. These initiatives include the establishment of a composting and nursery facility to improve soil health and climate resilience, and the launch of a new hulling station to enhance processing traceability and quality control.

Like every year, 2024 also brought its share of challenges. Volatile weather patterns impacted harvest timelines and post-harvest quality. Implementing new processing methods required hands-on training and careful adjustments. Yet, these challenges have only strengthened our resolve and helped us build more resilient systems alongside our partners.

As we look ahead to 2025, we remain committed to deepening our positive impact—environmentally, socially, and economically.

Thank you for your continued support to overcome multiple challenges and keep up our spirits. Here's to another year of progress, collaboration, and purpose-driven growth.

Warm regards,

**Regina Frey**

Founder

# Company Overview

**Orang Utan Coffee** is dedicated to producing high-quality, specialty coffee while actively supporting farmer livelihoods and rainforest conservation. Our roots are in the Gayo Highlands of Sumatra, Indonesia, where we work directly with smallholder farmers to promote environmentally responsible farming and ethical trade practices.

Our product range showcases ethically sourced, single-origin coffees that reflect the distinct flavors of their terroir. As of 2024, Orang Utan Coffee is distributed through partner roasters and selected cafés across Europe, the UK, the Americas, and Oceania.

By combining premium coffee production with conservation efforts, we aim to create a model for sustainable development that protects biodiversity and uplifts farming communities.

## Sustainability & Conservation Initiatives



In 2024, Orang Utan Coffee contributed over \$110,000 toward orangutan habitat preservation and rehabilitation programs. We continue our long-term support for the Sumatran Orangutan Conservation Programme (SOCP), which leads crucial conservation efforts, including habitat protection, rehabilitation, and the release of rescued orangutans.

### Environmental Impact Reduction & Climate Change Adaptation

In 2024, Orang Utan Coffee strengthened its efforts to reduce environmental impact and help coffee-farming communities adapt to climate change. Our work focused on soil health, long-term productivity, and farm-level climate resilience.



**Composting Facility in Pondok Gajah:** We established a composting facility in Pondok Gajah village to support improved soil fertility, water retention, and carbon sequestration. This initiative helps farmers move away from any remaining dependence on chemical inputs and align fully with organic farming principles. The compost is produced from locally available organic materials such as coffee pulp, farm waste, and livestock manure, and is distributed among participating farmer groups. This not only reduces input costs for farmers but also improves soil structure and moisture retention—key factors for climate-resilient agriculture.



**Seedling & Replanting Program at Uning Bertih and Sukaramé:** We supported farmers in Uning Bertih and Sukaramé to replace aging or unproductive coffee trees with more climate-resilient varieties. The seedlings were sourced through a collaboration with a local nursery in Aceh Tengah, guided by recommendations from coffee and agroforestry experts to select varieties better suited for higher temperatures and disease pressure. This program is part of our long-term strategy to maintain coffee quality and ensure yield stability despite shifting climate conditions.

**Agroforestry Integration:** We continued promoting agroforestry by integrating shade trees and companion crops (such as chili, avocado, and banana) within coffee plots. This approach improves biodiversity, enhances soil structure, and stabilizes microclimates on farms. Agroforestry also reduces pest outbreaks and diversifies farmer income—both crucial elements of climate adaptation.



## Community Engagement & Education

Orang Utan Coffee remains deeply committed to empowering farming communities through hands-on education and outreach. In 2024, we continued to deliver practical training and awareness programs that equip farmers and their families with the tools needed for sustainable agriculture and environmental stewardship.



More than 80 farmers participated in workshops held in Takengon and Bener Meriah, focusing on climate-resilient coffee farming. These training sessions were facilitated by our Internal Control System (ICS) team, supported by local agronomists and agroforestry experts from Gayo Agro Institute. Topics included best practices for adapting to shifting rainfall patterns, maintaining soil fertility, and incorporating biodiversity-friendly techniques into daily farming routines.



## Concrete examples of regenerative approaches included:



Use of organic compost from the newly established facility in Pondok Gajah



Mulching with farm waste to retain soil moisture



Crop diversification and intercropping with shade trees and food crops



Contour planting and soil erosion control methods on sloped terrain

**By strengthening local knowledge and capacity, we are helping build more self-reliant, informed communities that are actively contributing to both conservation and sustainable coffee production.**



## Ethical Sourcing & Supply Chain Transparency



At **Orang Utan Coffee**, we are committed to ensuring that every step of our coffee journey—from farm to cup—upholds the highest standards of environmental and social responsibility.

In 2024, we advanced our traceability systems to ensure full compliance with the European Union Deforestation Regulation (EUDR). This included conducting internal traceability audits, improving farmer plot mapping, and implementing digital monitoring tools to document the origin of every lot we export.



These efforts are embedded in our Orang Utan Coffee Standard, which integrates EUDR compliance with broader conservation-focused production criteria. The standard includes requirements for forest protection, wildlife-friendly farming, gender equity, and fair labor practices.

By working directly with our network of farmers and processors, we are building a transparent, deforestation-free supply chain that not only complies with international regulations but also supports long-term ecosystem health and community resilience.



# Product Development & Innovation

## New Product: Honey Process Coffee



In 2024, Orang Utan Coffee introduced a new product line — **Honey Process Coffee** — developed in collaboration with selected farmer groups in Aceh Tengah. This sustainable processing method enhances flavor complexity while significantly reducing water usage.

Unlike traditional washed processing, the honey process retains part of the mucilage (natural sugars) on the bean during drying, resulting in:

- ☛ A sweeter, more syrupy body
- ☛ Brighter fruit notes
- ☛ Distinctive flavor characteristics favored by specialty coffee drinkers

While this method offers exciting sensory outcomes, it also came with challenges. During the early implementation, we encountered issues such as inconsistent drying and extended drying times—particularly during periods of high rainfall. Additionally, the sticky parchment required more labor-intensive handling and frequent turning to ensure quality. These were addressed through improved drying infrastructure, protective covers, and farmer training on optimal fermentation and airflow management.

The Honey Process Coffee reflects our drive to innovate in ways that benefit both quality and sustainability—giving roasters unique cup profiles while helping farmers reduce their water footprint and gain market differentiation.

## Post-Harvest Centralization & Infrastructure Development



To improve quality control, traceability, and post-harvest consistency, we began centralizing elements of our processing system in 2024. A key milestone was the establishment of a hulling station in Wih Bersih village.

The facility was financed through a co-investment model between PT Orang Utan Lestari and the Wih Bersih farmer group. It is operated and maintained by local farmers and open to other groups, such as Mekar Indah, on a fee-for-service basis.

### **The hulling station:**

- Reduces the need for transporting parchment coffee across long distances
- Improves traceability and consistency during the final stage of processing
- Provides a space for community trainings and quality assessments

This is an essential step toward building a decentralized, farmer-led processing system that supports our long-term vision for a sustainable and equitable coffee value chain.





# Impact Highlights

In 2024, Orang Utan Coffee deepened its environmental and social impact through strategic investments, farmer engagement, and infrastructure development. Key highlights include:



- USD 110,000+ contributed to orangutan habitat preservation and conservation programs through the Sumatran Orangutan Conservation Programme (SOCP)



- 80+ smallholder farmers trained in climate-resilient, regenerative coffee cultivation practices



- 2 villages (Uning Bertih and Sukaramé) engaged in seedling and replanting programs using climate-adapted coffee varieties sourced from local nurseries

# Impact Highlights



- 1 hulling station launched at Wih Bersih Village, improving traceability, post-harvest quality, and community-level control over processing



- 100% of exported coffee lots verified under enhanced traceability systems and aligned with EU Deforestation Regulation (EUDR) requirements, in line with our Orang Utan Coffee Standard



- 1 new product line (Honey Process Coffee) introduced, delivering both flavor innovation and water-saving benefits



# Impact Highlights



- 1 composting facility established in Pondok Gajah to support organic farming and eliminate any remaining use of synthetic inputs



- Agroforestry initiatives expanded across multiple farms, promoting biodiversity, shade cover, and income diversification



- Ongoing market expansion through collaborations with roasters and cafés across Europe, the UK, the Americas, and Oceania

## Looking Ahead: **2025 Strategy**

In 2025, **Orang Utan Coffee** will continue to build on our core values and strategic pillars:

- Expand into new markets where the demand for high-quality, sustainable coffee is growing
- Strengthen local partnerships with farmers, cooperatives, and conservation groups
- Deepen impact reporting to measure and share outcomes across environmental and social indicators
- Invest in regenerative farming practices and circular economy innovations
- Increase consumer awareness of the link between coffee and conservation

Together with our partners and customers, we will continue to protect forests, empower communities, and redefine what it means to drink responsibly.

Thank you for being part of our journey. With every cup, we are creating a better future for coffee and for orangutans.







# Contact Us



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

---



[@orangutan.coffee](https://www.instagram.com/orangutan.coffee)

---



[info@orangutan.coffee](mailto:info@orangutan.coffee)