



PHILIPPINE COFFEE ALLIANCE

Drink  Coffee!

Coffee Alamid

Philippine civet coffee
ethical and wild



Profit Centers



Roasted Coffee
wholesale & retail
export and local



**Coffee
Roaster Kiosk**

Roasting Machines
manufacture & sell



OUR BUSINESS & ADVOCACY

**TRANSFORM FARMERS
To BECOME
FARMER ENTREPRENEURS
Under the
INCLUSIVE BUSINESS FRAMEWORK
& VALUE CHAIN APPROACH
ADVOCATING
LOCAL ECONOMIC DEVELOPMENT**

MARKET

COMMISSARIES

FAST FOOD CHAINS

SUPERMARKETS

HOTELS

HOUSEHOLDS

farmers
detached



Soluble Coffee Industry
P30 Billion Pesos / year
750 million USD

Cafe' Business
P10 Billion Pesos / year
250 million USD





**Philippine coffee
grown and produced by our farmers
is not present
in majority
of our local market / industry**

SOLUTIONS !

Rural & Urban Coffee Roasting Facilities

Strategy for a Sustainable



Coffee

Let the farmers earn more !

Since year 2007





Artisan & Traditional Roasting

**Big Sized
Machineries
Incompatible
with Community**



Patented Filipino Invention

Community based



***1Kg / 10 mins Precision Air Roaster – Artificial Intelligence ,
fully automatic , 1.5 – 4.5 tons per month roasting capacity***



PROFIT STREAMS of COFFEE



P 100 Robusta
P 220 Arabica
P 220 Liberica
Per kilo



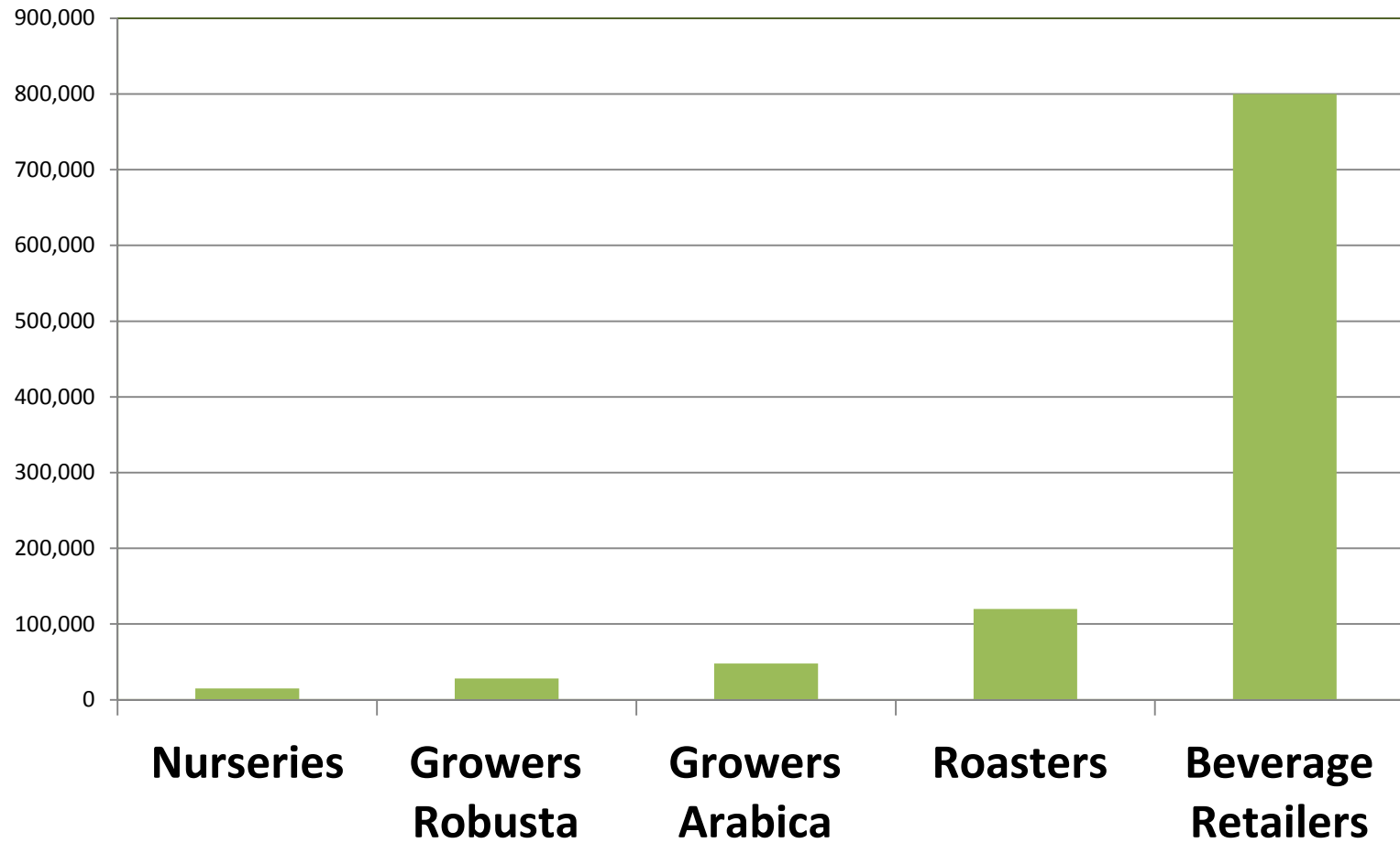
P 300 Robusta
P 800 Arabica
P1,000 Liberica
per kilo



P 5,000 @ P 50 / cup
100 cups Arabica blend
From 1 kilo
roasted coffee

At least 1000% profit margin
from green beans to cup

COFFEE VALUE CHAIN : PROFIT MARGINS



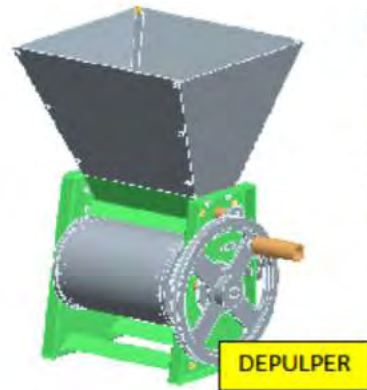
1 hectare
1,000 trees
500kgs gcb hectare

Above-market prices for GCBs
100 cups from 1 kilo
.75 usd / cup

FACILITY EQUIPMENT + Coffee Agribusiness Mentoring



DEHULLER



DEPULPER



MOISTURE METER



WEIGHING SCALE



FULLY AUTOMATIC
COMPUTERIZED
HOT AIR COFFEE ROASTER



DEDICATED BULK
COFFEE GRINDER



SOLAR DRIER



PACKAGING SEALER,
ALUMINUM FOIL & STAND

Farmers' Investment Package

**Kape't Buhay Coffee Agribusiness
Adopt / Engage / Support
Government / NGO / Private CSR**

Initial Capital Requirements :

Equipments Set 1	Php	262,400
Equipments Set 2		592,700
1-Year Mentoring Coaching		1,200,000
Coffee Seed Bank		500,000

TOTAL

**Php 2.551,000
or 54,200 USD**

SAGADA

MT PROVINCE

Partner since Yr 2004

SHINA'S CAFE & RESTO

(18 Days Coffee Roasters)

SERVICES OFFERED:

SELL · PACK · BUY · ROAST

ARABICA, ROBUSTA, LIBERICA COFFEE



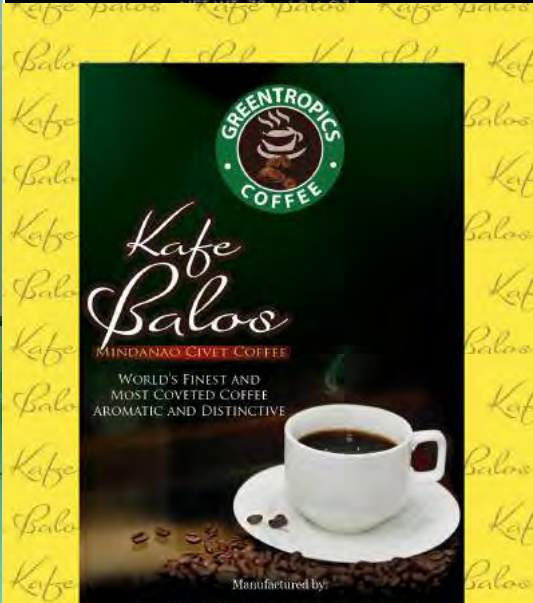
Community seedlings from selected mother trees



2011



2014



A growing enterprise with the usual ups and downs of business



MARAMAG
BUKIDNON

Partner Since 2012



teach , train & share knowledge
to neighboring communities



“Pondohan ni Jose” : Php 2,000 investment

“Kapihan ni Susan” : Php 10,000 investment





Extra Income for the Informal Sector





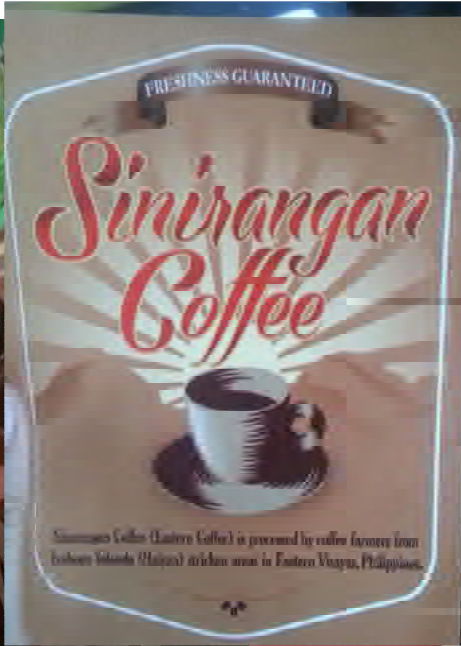
Assorted Coffee Concoctions



refreshing !

COLD COFFEE





Local Community Branded Coffees – Indigenous Tribes



1



South Supermarket Alabang, Yr 2009



Cash & Carry Mall at Buendia, Makati , Yr 2010



Cash & Carry roaster owner ventured into full blown coffee shop in another location to expand her roaster kiosk business model

3

Roasting and Brewing very soon!

18[®]
Days
Coffee

YOUR VERY OWN D.I.Y./ROAST ON DEMAND
AND ROAST ON SITE COFFEE SHOP

by My
BEAN
ROASTER
STORE

Ayala Malls | Solenad

Now Licensing 18 Days Roaster under Social Franchise scheme

THE PHILIPPINE COFFEE ALLIANCE

1. Sagada, Mt. Province (private)
2. Sagada , Mt. Province (coop)
3. Bontoc, Mt. Province
4. Lagawe, Ifugao
5. Baguio, Benguet
6. Atok, Benguet
7. Kayapa, Nueva Vizcaya
8. Sta Fe, Nueva Vizcaya
9. Ambaguio, Nueva Vizcaya
10. Sigay , Ilocos Sur
11. Cash & Carry Mall, Makati
12. South Supermarket, Alabang
13. Lipa, Batangas
14. Davao City
15. Dolores, Quezon
16. Guinayangan, Quezon
17. Calapan, Oriental Mindoro
18. Tanjay, Oriental Negros
19. Bacolod, Occidental Negros- 2 units
20. Maramag, Bukidnon
21. CDO, Misamis Oriental
22. Gen. Santos, S. Cotabato- 2 units
23. Kulaman, Sen. Ninoy Aquino
24. Tacurong, Sultan Kudarat
25. Jolo, Sulu – 4 units
26. DRT, Bulacan
27. Tupi, South Cotabato
28. Bauko, Mt. Province
29. Butuan City, Butuan
30. Ambuklao, Benguet
31. Lambunao, Iloilo
32. Cabuyao, Laguna
33. Cavite City, Cavite
34. Coron, Palawan
35. Kidapawan, North Cotabato
36. Esperanza, Sultan Kudarat
37. Gingoog, Misamis Oriental
38. Gen. MacArthur, E. Samar
39. Padcal, Tuba Benguet

- DA HVCDP
- Private
- LGU

Community Based Coffee Enterprises
under the framework of
Inclusive Entrepreneurship

45 Facilities & more to come!!

THE PHILIPPINE COFFEE ALLIANCE :



**Unites
Cooperation
Educate & Train
Market Links
Consolidates
Financing
Technology
become Farmer Entrepreneurs**

**Coopetition :
compete & cooperate**



Philippine Forests



Farmer Producers



Coffee Trees



Metro Key Cities
VENDO BREWED COFFEE



Kape't Buhay

...from soil to cup...



Dept of Agri
LGU's
NGO's
Bote Central



Coffee Processing
Machines (BOT)



Rural & Sub-Urban Communities
COMMUNITY COFFEE



Community-Based Coffee
Enterprises (CBCE)

Bote Central
Farmers
PO's
BSO's
NGO's
Private Partners



Coffee Beans

