

# The potential of Geographical Indications for single origin and specialty coffee in Myanmar

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# Origin of Myanmar Coffee

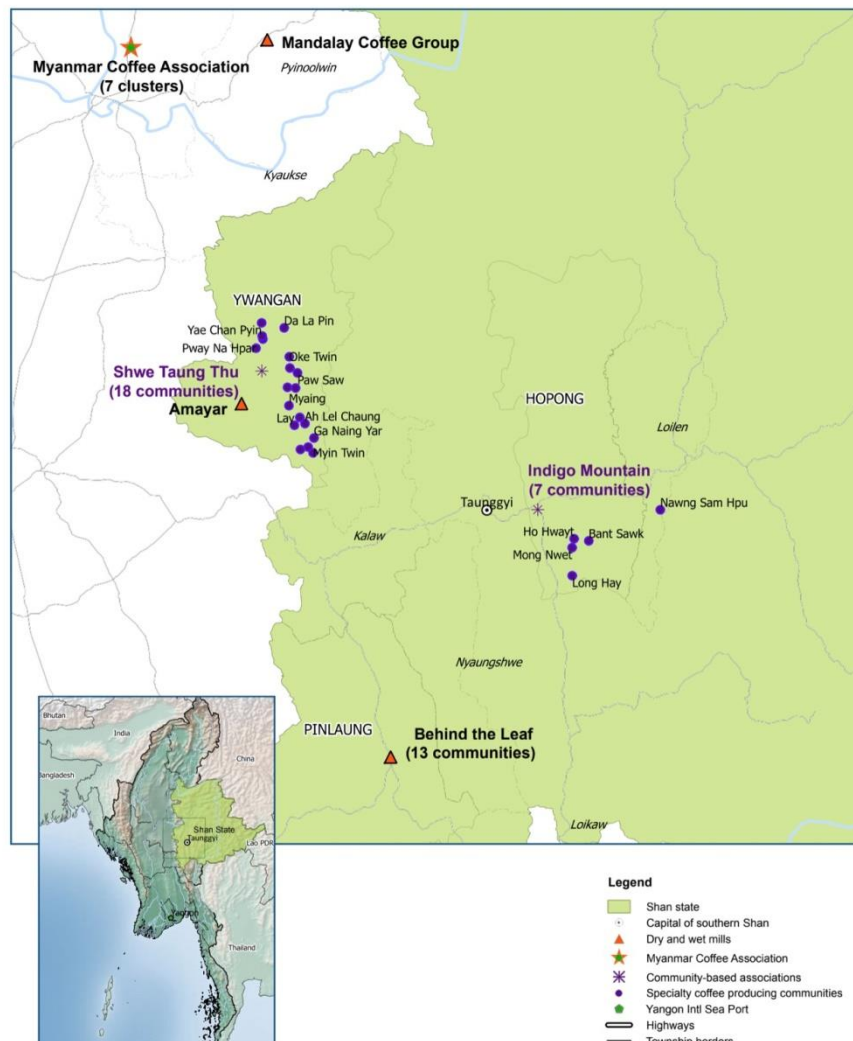


- Missionaries initiated coffee growing in Myanmar in 1885 from southern Myanmar, then to Kayin State and to Shan State
- When the British left in 1948, the coffee business went into a kind of enforced hibernation. For the next fifty years or so, the coffee trade was in a limited scale in domestic and border trade.
- Around late 2014, NGOs projects gave critical support to Myanmar's specialty coffee community, streamlined the entire supply chain, from local grower and producer networks to international traders and origin trips

# Myanmar Coffee Association, MCA



Figure 3: Selected specialty coffee processors, associations, and communities in Myanmar (2019)



- Myanmar Coffee Association (MCA) was founded in September 2014 by its founding members of and currently have about individuals 250 Members & Groups represented by more than 6000 Farmers and producers to all 10 clusters in all major coffee production regions in the country
- MCA's goal is to become an independent and inclusive non-profit trade association which represents their member's interests and is recognized on a national and international level.





# Myanmar Coffee Trend

- The specialty market is a niche market, and offers comparatively higher prices for coffee exporters handling lower volumes of higher-quality coffee beans.  
THIRD COFFEE WAVE
- Myanmar has a potential competitive advantage because specialty coffee mostly includes the Arabica variety, which is almost exclusively grown by local coffee plantations.
- Annual official coffee production is estimated at around 8,000 MT, with Arabica about 500 MT being exported to USA, Canada, UK, France, Singapore, Australia, Russia, South Korea, and elsewhere. Besides internal consumption, with the bulk of the remaining coffee being sold to Thailand and China.

# **The suitability of Myanmar Single Origin Arabica Coffee as Geographical Indications**

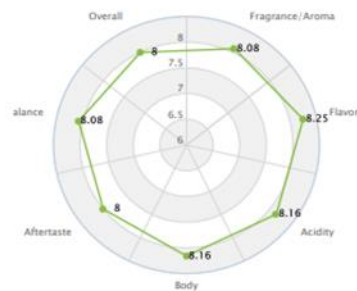
- In 2019, IP Law introduced in Myanmar.
- As is the case with the establishment of a national GI system in coming years, the development and market access of single origin and specialty coffee is still at an early stage in Myanmar as well.
- Given the size of the country, the importance of agricultural production, the partly high altitudes and soil compositions, Myanmar has a very high potential to significantly expand the production of high quality coffees.



# Geographical Indication for Myanmar Coffee

- “Project on the identification of potential coffees from different regions of Myanmar” has been developing by Myanmar Coffee Association and Swiss Federal Institute of Intellectual Property.
- Myanmar has a very high potential to significantly expand the production of high quality specialty coffees.
- The development of a GI system and the registration of pilot GIs enjoys an increasing importance by the government and also by the coffee industry. Thereby, coffee is seen as a priority product for GI certification given the fact that single-origin coffees are in general suitable as GIs, are often exported, and the potential for expansion of production and export is significant.
- Coffee producer organisations in Myanmar should be able to sell their quality products in higher-value markets through innovative measures and good coffee practices. Added value and increased production is also expected to lead to better income in remote rural areas and thereby contribute to development.

# Specialties of Coffee from Myanmar



clean  
dense vibrant smooth  
faint juicy  
wild soft quick  
slick slight booze dry

**Producer** Kyauk Ku Pyin Community, Shwe Taung Thu  
**Reference** TIF389 / Variety-Catuai / Process-Dry Natural/ Fifth Placed in Dry Natural Category of 6th Myanmar National Coffee Cupping Competition  
**Country** Myanmar  
**Region** Kyauk Ku Pyin Village, Ywangan Township

	<b>Number of cuppers</b>	3
	<b>Average score</b>	86.75
	<b>Score range</b>	86.5 - 87.0
	<b>Fragrance/Aroma</b>	8.08
	<b>Flavor</b>	8.25
	<b>Acidity</b>	8.16
	<b>Body</b>	8.16
	<b>Aftertaste</b>	8.0
	<b>Balance</b>	8.08
	<b>Overall</b>	8.0
	<b>Uniformity</b>	10.0
	<b>Clean cup</b>	10.0
	<b>Sweetness</b>	10.0
	<b>Defects</b>	0.0

- Natural-processed coffee from Myanmar is so clean and bright that many people think it's a washed-processed coffee, but the body is medium-full and so the coffee shines equally as bright as a single origin offering or blend component.
- The flavor profile is so unique that it's easy to pick out a natural processed Myanmar coffee blind on a table full of naturals, and we see this cup profile as one of the most exciting and sustainable features of Myanmar's coffee industry. (Atlas Coffee Importer)
- Natural, washed and Semi Washed (Honey) processing Methods are applied.







## **MCA Plans to facilitate the GI process of Ywangan Coffee as a Pilot**

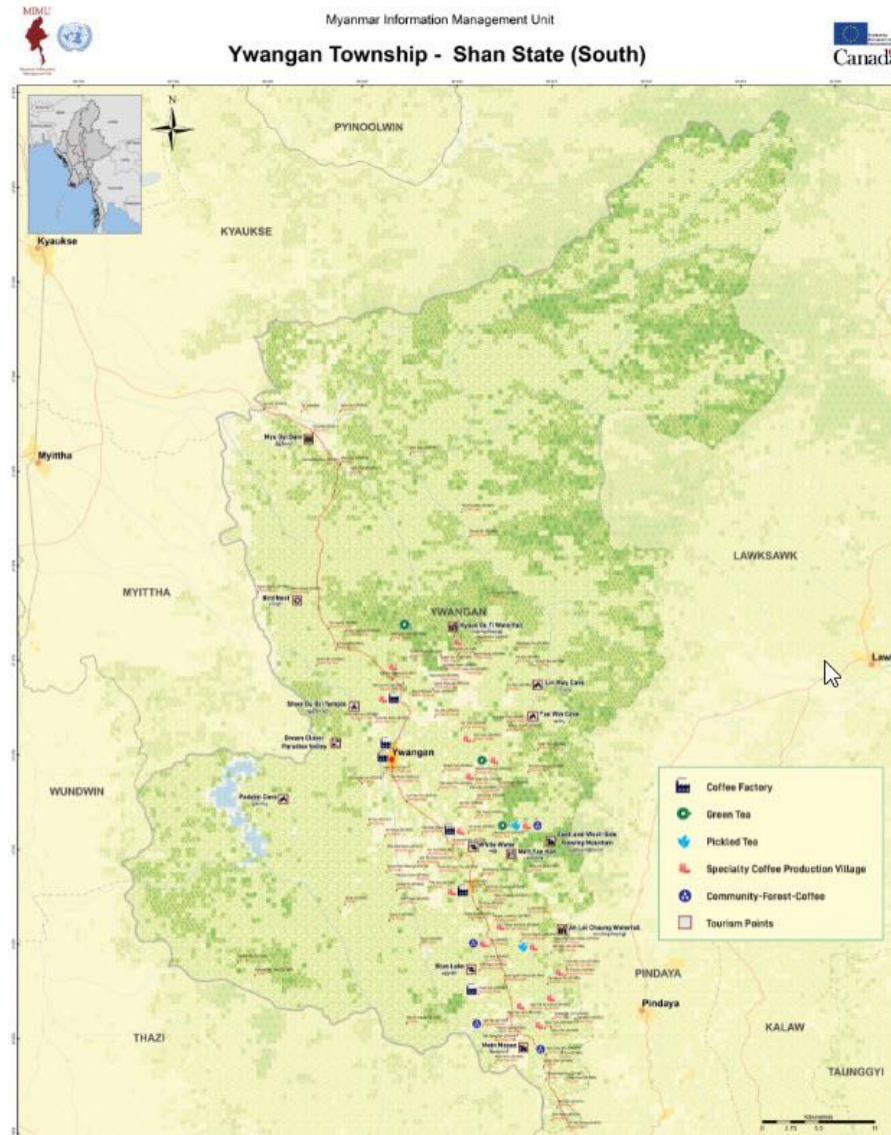
- Major coffee production regions are Ywangan, Pyin Oo Lwin, Thandawgyi, Pinlong and Hopong.
- Ywangan Region Coffee to facilitate as a pilot due to its geographical location, fine quality, taste profile, people all are linked to its origin
- Doing Workshops, Seminars and Trainings of GI knowledge and education
- Making use of GI as a tool for role of development
- We are developing in Sustainability dimensions, considering sustainability of GI Management Organizations, producers groups in the early stage of policy implementation
- Also defining the GI zone and the standards and formation of management organization as many stakeholders as possible in the coffee in that region such as farmers, producers, cooperatives, companies, buyers, traders, large and small producers, government, civil society organizations, etc.







# MCA Plans to facilitate the GI process of Ywangan Coffee as a Pilot





## **MCA Plans to facilitate the GI process of Ywa Ngan Coffee as a Pilot**

- Developing effective control Systems and book of specifications in various aspects. Not only emphasis on coffee quality, post harvesting techniques, sustainability and genetics but also for ORIGIN
- Use of GI should not be based on political, ethnic or competition reasons, but on objective criteria of quality and origin.
- Building Consumers trust on Origin Coffee
- Assisting and forming of regional management organizations
- Myanmar will learn from other countries' coffee GI experiences
- Possible replication in other coffee region areas
- Facilitating market linkage, promotion and protection of GI products



# Impacts and Challenges in facilitating the GI process

- Sustainability of management organization and GI products quality
- Inclusive agreement on a Strategy by all stakeholders of that GI region
- Developing and maintaining alliances
- Understanding relationship between Products and origin
- Defining Rules and Controlling
- Enforcement in Nationally and Internationally

**Thank you for your attention.**



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