



Company Profile of

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# CV KAA SAPAN BERJAYA

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# Company Data

We are a specialty arabica coffee, smallholder, producer, and legalized local small & medium enterprises.

We are descendants of the coffee farmers who living in here since time immemorial. Agriculture is such a heritage from our ancestors.

In the past, distribution channels were blank and untransparent. The selling way of our agricultural products was only to the brokers or companies. Now, we push ourselves to expand our market borderless to the world.

Legally, this company just established in Rantepao, March 2020 and has a legal status as a coffee trader in domestic and international market.

The company scale is Small & Medium Enterprise and a family business with named CV Kaa Sapan Berjaya. Located at Jl. Serang Lorong 4 Kelurahan (Sector) Mentirotik, Kecamatan (Sub-district) Rantepao city, Toraja Utara Regency, South Sulawesi Province, Indonesia 91834



# Company Legality

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**Notary Public** : Lily Goelying Rante Tandung, S.H.,M.Kn  
**Decree of Directorate General of Legal Administrative Affairs,  
Ministry of Law & Human Rights No** : AHU-0019942-AH.01.14 Year  
2020

**Company Taxpayer Identification No** :  
94.925.527.7-803.000

**Main Business Number / Company  
Registration** : 0220007630048

**Registered Coffee Exporter No.**  
02.ETK-02.20.0130.

**The founder and as a director in charge is**



**Moses Padsing Limbongan**



# VISION AND MISSION

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- Our vision is becoming a SME of arabica specialty that can distribute borderless our best coffee to reach the coffee connoisseurs in anywhere.
- Our mission is our presence making good impacts to this smallholder community by;
  - a) Supporting the smallholder community to be more productive and increase agricultural harvest output,
  - b) Becoming a communication partner and network in fast-distribution,
  - c) Giving information of the fair pricelist and transparency,
  - d) Cutting the distribution chain for efficiency in order to reach customers quickly wherever they are.

# Product Specifications & Characteristics

Our product is Arabica Sapan/Toraja Coffee, fully washed green beans as exporting product. The sources are from our own plantations and also from the smallholder's plantation in Toraja. We buy it from the smallholders when coffee demand is high.

Arabica coffee bean specifications:

Type	: Green Bean Coffee
Variety	: Arabica
HS Code	: 09011100
Cult. Altitude	: 1500 - 2000 masl
Process	: Hulling process
Moisture	: 12% or by request
Grade	: A after sorting
Size Average	: 6,5 - 7,5 mm
Fermentation	: Natural with water for 24 hours
Characteristics	: full body, earthy, balanced acidity, sweetness, herbal & fruit flavor, clean after taste.





# TORAJA COFFEE HISTORY

Arabica coffee came to Toraja brought by the Dutch who colonized Indonesia. After independence, Toraja coffee began to survive again. In the 70s, one of the Japanese companies came to Toraja with supporting the native people to cultivate the arabica coffee in greater fields.

Every family in Toraja has agricultural land which is a customary land inherited from their ancestors; and some they buy it.

Torajan is mostly farmer/agriculturist. The main agriculture is plantation and rice field. Each family is able to produce a minimum of 100 kg to tens of tons of dried coffee semi-processed in the harvest season. Mostly coffee which cultivated by Torajan is arabica varieties





## **GEOGRAPHICAL PLANTATION AND PLANT TREATMENT**

In general, Toraja is a mountainous region. Located at an altitude of 1500-2000 meters above sea level, tropical climate, temperature 15°C - 28°C, humidity 82 - 86%, rainfall 1500 - 3500 mm / year.

The coffee plantations are scattered on the mountain/hill slopes, cliff walls, even corners of rice fields. Meanwhile, rice fields are in the lowlands. The plantation is small but when added up, it can be tens of hectares.

Arabica coffee is cultivated and easy growing anywhere in the Toraja region. Treatment is easy and can be planted together with local tubers, vegetables, and fruits. It does not need special treatment. The shade trees must be considered. In the rainy season, shade trees must be trimmed. Then, weeds must be cleaned as often as possible and the last is rat pest control.



## **WHY TORAJA ARABICA COFFEE TASTE IS SO GOOD?**



First, geographical location. In the high planting land, the rainfall level is high and temperature be lower. This typical climate makes the soil become fertile because composition of chemical in soil is suitable for coffee plants to produce bean shape, high savor and scented aroma.

Second, plan maintenance factor is proper care, periodically, and organically. From seeding up to caring, we use manures. The composition is from animal dung mixed with dried rice straw, sawdust, and rotting weeds. Then clean weeds as often as possible

Third, factor is the process post-harvest. All coffee-producing farmers process their coffee cherry in a natural way both wet and dry processes with pulper/huller material, fermenting the wet beans about 24 hours, washing, and drying it in the sunlight then storing.





# WHY US?

- We are arabica coffee specialty, farmer/producer, and a legalized local SMEs.
- Directly trading to the smallholder community.
- Our product processing complies with international standards.
- Fast response by reliable human resource with business infrastructure and communication sources





# Contact Us



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