

# **BUSINESS MISSION: COFFEE ORIGIN TRIP TO INDONESIA - FARM VISIT -**

Organized By



MALAYSIA SPECIALTY COFFEE ASSOCIATION

Malaysia Specialty Coffee Association

In Partnership With



Embassy of the Republic of Indonesia,  
Kuala Lumpur

## **POST EVENT REPORT**



# DAY 1 - JAVA HALU COFFEE - NOAH'S BARN

Upon arrival into Jakarta, our contingent of 25 Malaysians from our coffee industry gathered and departed the airport on board our bus to Bandung, accompanied by Miss Iva from the Embassy of the Republic of Indonesia, Kuala Lumpur (Indonesia Embassy KL). The journey from airport to Bandung was a slow one, as we navigated through the infamous traffic congested roads of Jakarta.

After 4 hours, we arrived into Bandung city at a local Raja Sunda restaurant for some sumptuous Sundanese delicacy for our hungry hoards. Waiting for us at the restaurant, we were greeted by Pak Deden, Trade Attaché from Indonesia Embassy KL, Pak Arief, First Secretary of Economics Affairs from Indonesia Embassy KL, and Ibu Rani of Java Halu Coffee.



Running behind schedule due to the uncertain traffic, we soon arrived at Java Halu's processing centre instead of their coffee farm due to a recent road collapse leading to the farm. At the processing centre, Ibu Rani shared with us the knowledge she gained through years of experimentation. She explained expertly to us about her Double Wash and Natural process. Through her sharing with us, I admired her people and management skills as well through her transformation education in training farmers to pick ripe cherries, to understand the importance of consistent processing methods and the use of different types of organic fertilisers for different varieties. She is also an ethical farmer who studies about micro toxins resulting from mismanaged fermentation processes.

*Java Halu farm comprises of around 60 hectares and is managed predominantly by women, who are able to produce around 30 tons green coffee beans annually thus producing around 500kg per hectare.*



## DAY 1 - JAVA HALU COFFEE - NOAH'S BARN

After the thorough sharing session, Pak Deni from Espresso Embassy Coffee Roasters, also a partner of Ibu Rani, prepared a cupping session for us all with Java Halu's coffee. We had the first-hand evaluation of Ibu Rani's signature fermentation process and we were impressed with the quality presented by her coffee. Ibu Rani on the other hand, prepared an interactive session for us to have a hands-on opportunity, trying out and experiencing some of the coffee process procedures that the farmers go through every day in a larger scale, making us even more appreciative towards every single coffee bean after understanding the hardship of the process.



We then proceeded to our dinner destination from the processing centre, back in Bandung city to the beautiful Noah's Barn with Professor Budi, who is Ibu Rani's mentor and also a serious coffee enthusiast. Professor Budi shared his knowledge on sustainability in coffee with us and we had some discussions about it over the dinner. After dinner, we did a quick sharing by our delegates who joined this Origin Trip to introduce one another and to form friendships within our Malaysian coffee community.

Soon after, we left for our hotel and have our admin checked us in and in no time ended the day with a well-deserved rest.



## DAY 2 - JAVA FRINSA ESTATE - KAMPUNG DAUN

We started the day with some of the largest selection of breakfast buffet spread and a kiosk serving Indomie which is equivalent to our Maggie mee in popularity. With our bellies full, we headed out towards Java Frinsa Estate. The journey took us around 1 hr 45 mins.

At the farm, we were greeted by Miss Mia from the Bank of Indonesia and her team, the owner of Java Frinsa Estate, Pak Wildan and his family who assist him in managing admin affairs, marketing and communication. His youngest daughter is also part of his QC team. Pak Wildan walked with us to introduce his sun drying beds, hulling and washing stations, sorting process that includes a gravity table, screen sorter, hand sorting and also a colour sorter to ensure top quality for his global buyers.



Pak Wildan also was very proud to introduce his very own varietal aptly named Frinsa, which is very unique and distinctly identifiable by its primary branch and many secondary branches. I really admired his passion as he only got into growing coffee in 2011. Pak Wildan is an agronomist by profession, he loves growing potatoes and still do in certain areas of his farm.



*Frinsa varietal promises high sweetness and high yield, and is resistant to leaf rust.*



## DAY 2 - JAVA FRINSA ESTATE - KAMPUNG DAUN

During lunch we were served with some traditional local dishes with vegetables grown in the area while we watch some presentation videos of his farm and coffee.



Right after lunch, we began our highly anticipated cupping session which includes, Fully Washed, Wet Hulled (Giling Basah), Honey, Natural, Lactic Fermentation and Extended Lactic Fermentation process. His signature process is the Lactic process in which he used a particular strain lactobasilus bacteria found in the gut of the luwak animal. Lactobasilus is a friendly bacterium that promotes gut health and it's commonly found in Vitagen and Yakult. Fermenting his coffee with this bacterium results in a very viscous sensation, great sweetness and complex yet gentle acidity with a longer finish. His Wet Hulled coffee is known to be the finest and cleanest I have tasted with this classic process of Indonesian coffee. Many of us immediately bought some roasted coffee and green coffee from them and looking forward to share with our friends.



Due to the limitation in transportation to Java Frinsa's other farms, straight after we placed our coffee bean orders, 4 of us from the MSCA EXCO were invited to take a car ride with Pak Wildan himself, to other parts of his farm that grows many other varietals. Whereas the remaining delegates departed to NIMO Highland, to capture the breath-taking scenic view of Pangalengan, West Java.



## DAY 2 - JAVA FRINSA ESTATE - KAMPUNG DAUN

Pak Wildan has in total 16 varietals grown in his farm, of which some of his favourites including Typica, Sigararutang and Super Ateng that we got to taste its ripe cherries. His coffee have won awards and accolades and have drawn the attention of Nordic Approach, Cafe Imports, Campos to name a few. We are totally blown away by his knowledge and passion for coffee and we are truly happy to have the opportunity to spend so much time learning from him.



Soon after, we left NIMO Highland together and headed to Kampung Daun (a must-visit place) for our dinner. After around 2 hours we arrived at the jaw dropping beautiful Kampung Daun village. I think the temperature was around 18 Celsius at the mountain side venue. Built on the cliff side, the place came with a waterfall and a stream that cascades through the village. We dined at our own open air room with some delicious Sundanese cuisine (my favourite Indonesian cuisine). As we arrived late, we were probably the last people at the place. Arriving back to our hotel shortly after 10pm and we called it a night.



## DAY 3 – FOOD & HOTEL INDONESIA 2022 – AIRPORT

Looking forward to our hotel breakfast again (which normally I am not). I see many arrived earlier than me, likely wanting to try other selections from the spread. At 6.50am, we gathered to pass our keys for checkout. Soon after, as usual, we got onto the bus and headed out. This time, our bus got stuck at the slope of the hotel porch. The driver tried backing out and moving forward with no avail. The bus was indeed stuck. We could hear the traffic built up around us as we were fully blocking the entire street. We could hear impatient motorists honking and our driver was stressed while still maintaining his calmness and composure.

We all got off the bus to lighten its weight but still the bus could not get unstuck. Apparently, the tail of the bus got stuck at the slope and the wheel was freewheeling, unable to get traction. The driver took out his jack and jacked up the bus a little, enabling him to put some planks of wood between the tyres and the road. That worked and it got the bus unstuck, we all quickly got in the bus and started our journey with assistance of a police escort, courtesy of Miss Mia from the Bank of Indonesia.



Arriving at FHI 2022, the group explored the show separately and I met up with Daryanto and Michael from SCAI for a short conversation with some delicious competition coffee. We all met back at SCAI's booth for some private cupping of Indonesian coffee with our group, making us all feel like VIPs. By around 3.30pm, we gathered back at the bus for our escort service to the airport. Some stayed back in Jakarta while another group departed back for Malaysia. All in all, it was an excellent experience for everyone. Some are already looking forward to the next Origin Trip. The event would not be so pleasurable without the great work and coordination by our hardworking MSCA admin staff, Stephanie and Karmen.

Checking out.





# THANK YOU

**AN ORIGIN TRIP  
BROUGHT TO YOU BY:**

Organizer



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**POST EVENT REPORT PREPARED BY:  
KELVIN NGOW, PRESIDENT OF MSCA**