

ofi and Melitta partner to offer consumers differentiated and fully traceable coffee

London, 4 May, 2022

An innovative coffee project with selected specialty coffees between **ofi** (olam food ingredients) and Melitta Europa GmbH & Co. KG – Coffee Division – combines the capabilities of blockchain with other digital tools to meet growing consumer demand for coffee that not only stands out for its aroma and taste but is also traceable - from farm to roaster.

“Consumers are increasingly interested in where their ingredients come from, but traceability is notoriously challenging in coffee supply chains because of their fragmented nature. The beans are sourced from smallholder farmers scattered across remote areas and often change hands multiple times before reaching the roaster”. **Florian Schmidt, general manager, coffee at ofi.**

“This is why we're innovating with our customers to deepen our digital presence on the ground to improve traceability. This benefits both farmers and coffee lovers, who are becoming increasingly quality-oriented and experience-driven”, Schmidt continues.

At farm level, **ofi** sources high-quality lots via its **proprietary** smartphone app from smallholder farmers located in the south-central region of Guatemala. It allows farmers to negotiate and transact with **ofi** directly. Each transaction is tagged with the farm location and date and provides the source data for Melitta's SAP material traceability tool, using blockchain technology.

The sustainability insights platform [AtSource](#) adds a layer of transparency for customers. The social and environmental footprint of a coffee purchase can be measured across 100+ metrics, at various stages of the supply chain journey - at farmer group level, through processing and logistics, up to the roaster.

For the final consumer, scanning a second QR code on the back of their bag of Melitta Guatemala specialty coffee – like this one for a Guatemala Honey from producer Yoni Garcia - directs them to the unique story of the farmer and processing method behind their coffee.



Jörg Lehmann, head of green coffee management/logistics at Melitta: “Using SAP’s material traceability technology together with **ofi**'s digital tools and Scantrust's Connected Packaging Platform and QR Codes, we can take consumers on a virtual journey from our manufacturer in Bremen, Germany, all the way back to the farms in the Guatemala highlands where their arabica beans were grown. For these three



selected coffees from Guatemala, they can access videos of the farmer explaining everything that goes into producing these quality beans. They can learn about the specific processing method used and how it shapes the desired aroma and flavor. We're connecting the people who drink our coffee, with the people that grow it."

Discover much more about what **ofi** has to offer at **ofi.com**

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About Melitta

The Coffee Division of Melitta Europa GmbH & Co. KG is responsible for Melitta's coffee business in Europe, Africa and the Middle East (EMEA). The product range offers the right coffee pleasure for every taste: filter coffee, whole beans for fully automatic coffee machines and fresh grinds, pad ranges for single-cup preparation, speciality coffees from Melitta Manufaktur and instant coffees. Melitta® is one of the best-known coffee brands. Its success is based on a balanced combination of tradition, modernity and joie de vivre. The division stands for high quality and a deep understanding of consumer needs in an ever-changing world. For more information, visit the website: www.melitta.de

About ofi

ofi (olam food ingredients) is a new operating group born out of Olam. **ofi** offers sustainable, natural, value-added food products and ingredients so that consumers can enjoy the healthy and indulgent products they love. It consists of industry-leading businesses of cocoa, coffee, dairy, nuts, and spices. **ofi** has built a unique global value chain presence including its own farming operations, farm-gate origination, and manufacturing facilities. **ofi** partners with customers, leveraging its complementary and differentiated portfolio of 'on-trend' food products, to co-create solutions that anticipate and meet changing consumer preferences as demand increases for healthier food that's traceable and sustainable. To subscribe to the **ofi** newsroom, please visit www.ofi.com (privacy statement [here](#)). If you do not wish to receive information from **ofi** please contact media@ofi.com. Follow [@ofi-group](#) on LinkedIn.



About Olam

Olam is a leading food and agri-business supplying food, ingredients, feed and fiber to 17,300 customers worldwide. Its value chain spans over 60 countries and includes farming, processing and distribution operations, as well as a sourcing network of an estimated 5 million farmers. Headquartered and listed in Singapore, Olam currently ranks among the top 30 largest primary listed companies in terms of market capitalization on SGX-ST. Since June 2020, Olam has been included in the FTSE4Good Index Series, a global sustainable investment index series developed by FTSE Russell, following a rigorous assessment of Olam's supply chain activities, impact on the environment and governance transparency. The FTSE4Good Index Series identifies companies that demonstrate strong Environmental, Social and Governance (ESG) practices and is used by a variety of market participants to create and assess responsible investment funds. More information on Olam can be found at www.olamgroup.com. To subscribe to the Olam Newsroom please



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Contacts for ofi corporate communications

Nikki Barber
Head of Communications, **ofi**
nikki.barber@ofi.com
+44 7568 108555

Zoe Maddison
Communications manager, **ofi**
zoe.maddison@ofi.com
+ 44 7825 904234
