

Coffee Value Chain Analysis (1 acre) in D Gonduru:

	Input	Pre Production	Production	Post Production	Local Value Addition	Market
Activity	Requirement of the silver oak, coffee seeds, plants, tools etc.,	Regular tapping and centering etc.,	Cutting grass three times a year	Deseeding and drying	Handpicked cherry from coffee trees is a labor intensive practice and a form of value addition.	Best quality Grains are acquired by the corporate companies and rest are sold in the local market
Labour Cost	Rs. 200 per person	Rs. 200 for 1 person	Rs. 200 for 1 person	Rs. 200 for 1 person	Rs. 150 per day for deseeding per day	No labour cost
Total Cost	For year the farmer invest Rs. 5000 for the labour and inputs	Rs.200*2=Rs.400	Rs.200*4=800	Rs.200*4=800rs	Rs.150*2=300	Total cost. Rs. 8300
Total Income	the harvesting is done three times a year for this crop the farmer is selling 60kg X Rs.120 X 3 Times = Rs. 21,600					
Profit/Loss	Per Year: Rs. 21,600 – Rs.8300 = Rs. 13,300					
Gaps	Lack of skill and ,failing to give proper shade	No proper chroming or centering	No proper tapping.		No proper value addition is taking.	Selling cherry (instead making coffee beans) so getting less value
Limitations	The coffee plantations is done only in the cool and shady area	The coffee plants should grow horizontally not vertically so tapping is required	The silver oak does not provide good shade for a long time the trees like mango.	The raw cherry does not have a demand only grains after deseeding and drying have the market.	The farmers are not trained post production like Roasting and crushing which will make their product value added	They sell the product to the middlemen in Paderu and they are unable sell to the corporate companies directly.

Best Practices	Instead of using Silver Oak use Mango and jambolina for long lasting shade	Using the techniques like centering tapping and chironing will give good production	Centering will make the sufficient heat passing and chironing will make the air pass through it	Instead of selling with cherry in the market, selling after deseeding and the drying will give good income.	Handpicked cherry, Wet processing of cherries, milling, Roasting and grinding will generate high revenues.	Instead of selling directly for the middlemen tying up with by identifying consumer will give better income.
Possible Interventions	Training them with the tapping and chironing and centering will give good productivity	Training them with the tapping and chironing centering and ZBNF practices. This will give good productivity	The mango and jambolina will give shade long lasting rather than using silver oak	Create producer organization to sell collectively.	Provision of mills, water channels to filter out heavy ripe beans from lighter beans. Fermentation tanks to remove slick layer of mucilage.	Instead of selling the product to the middlemen they can sell to corporate companies directly.
Risks Involved	No proper care to the saplings and the external factors like wind will affect	the grass may effect in the good production	The vertical growth of the plant may give very less production.	Their produce may get sold or may not be sometimes. If they go for the value addition	Their produce may get sold or may not be sometimes. If they go for the value addition	The price of the coffee may go down due to the excess production.
Gender	mostly men work in the initial stage	Men and women take part in the pre production.	Men and women will work together in the production	Men and women will work together for deseeding and drying	mostly men	Men will take care of the market and processing

- 14th Batch PGDRDM Students Prepared.