

Tech startup gives coffee growers a voice and a say in the trade of their beans

After a successful first pilot with Nicaraguan growers, the online platform algrano is now working with small scale Brazilian growers who will present their coffees to roasters all over Europe.

For its launch in June this year, the Swiss B2B startup algrano worked with five Nicaraguan coffee growers, who were the first coffee producers selling green beans directly and online to roasters in Switzerland and Germany. 38 samples and 19 reviews on the quality of the coffees were written online. Finally, six coffee roasters ordered green coffees straight from the growers, through the platform. Today, more than 240 roasters and producers trust the multi-awarded startup, which is about to build on the success of its pilot by launching the next container from Brazil these days.

“Brazil coffee plantations equal the size of the French, Spanish and Italian vineyards together. But still, most of the coffee we buy in supermarkets is traded as “Brazil Santos” coffee. There is not a single coffee tree in this major Brazilian port!” says Christian Burri, one of the three Swiss co-founders. For the second container, algrano is working with APAS, an association of 60 growers in the South of the Minas Gerais state, Brazil. APAS discovered the quality of its coffees about 4 years ago. Combined with their FairTrade label, they were able to develop direct trade relationships with coffee roasters around the world. algrano is excited to materialize this relationship by presenting APAS coffees on algrano!

To make this direct connection possible, algrano created the concept of the virtual container:

- during six weeks, growers offer their coffees in an online container
- defined port of destination and arrival date.
- Roasters within the continental reach of the selected port can ask for samples, review the coffees and place their orders to fill in the container.

By grouping roasters’ orders, algrano manages to overcome the challenges of trading small quantities of coffees directly. “In 30 years of working with coffee growers, it is the first time I see them able to offer their price on their own coffees”, says Sergio Regina, a Brazilian agronomist giving technical assistance to growers in that region.

algrano is a Swiss startup founded by Christian Burri, Gilles Brunner and Raphael Studer in January 2014 and which was consecutively selected by the Startup Chile and Startup Brasil programs. It launched in June 2015 and right away received the Best IT and Technology Innovation Award of the Show at the annual event of the Specialty Coffee Association of Europe.

For more information please visit www.algrano.com/press or contact Gilles Brunner: gilles@algrano.com