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COMPANY

Agriculture Company Profile

 CV. Kraya Jaya Indonesia 



www.kjindonesia.com



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Introduction

CV. Kraya Jaya Indonesia is a trading and export company committed to presenting natural Indonesian products to the global market. Based in Jl. Kenanga Raya No. 32, we focus on superior Indonesian agricultural commodities, such as coffee and sugar palm fruit, which are known for their quality and distinctive taste.

Founded with the spirit of introducing the natural wealth of the archipelago, CV. Kraya Jaya Indonesia always maintains quality, consistency, and professional service to meet the needs of business partners both domestically and abroad.

VISION

To become a trusted export company from Indonesia that is known worldwide for its superior and high-quality agricultural products.sectetur adipiscing elit. Fusce nec velit nec est consectetur elementum vel eu dui. Cras fermentum nisi nec tortor porta, non consequat est rutrum. Praesent eget tortor vitae diam sollicitudin laoreet non laoreet neque. Cras consectetur non ligula a viverra.



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35%

Asia-Pacific



25%

North America



MISSION

- Providing high-quality products derived from Indonesia's natural resources.
-
- Establishing long-term partnerships with local farmers and small business owners.
-
- Increasing the competitiveness of Indonesian products in the global market.
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- Maintaining the best quality and service for each of our business partners.
-
- Innovating in packaging, distribution, and logistics systems for export.

8%

due to biofuel growth



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Technology Integration

Increasing product added value through innovation and sustainable processing, in order to expand competitiveness in the global market.

Sustainability Focus

Building an environmentally friendly and sustainable business ecosystem, by paying attention to social and ecological impacts in every business process.

Coffee

Coffee is a popular beverage brewed from roasted coffee beans, the seeds of the Coffea plant. It is known for its dark color, bitter taste, and stimulating effect due to its caffeine content.



Production Process:

Harvesting: Coffee cherries are picked when ripe.

Processing: The beans are extracted using either the dry (natural) method or the wet method.

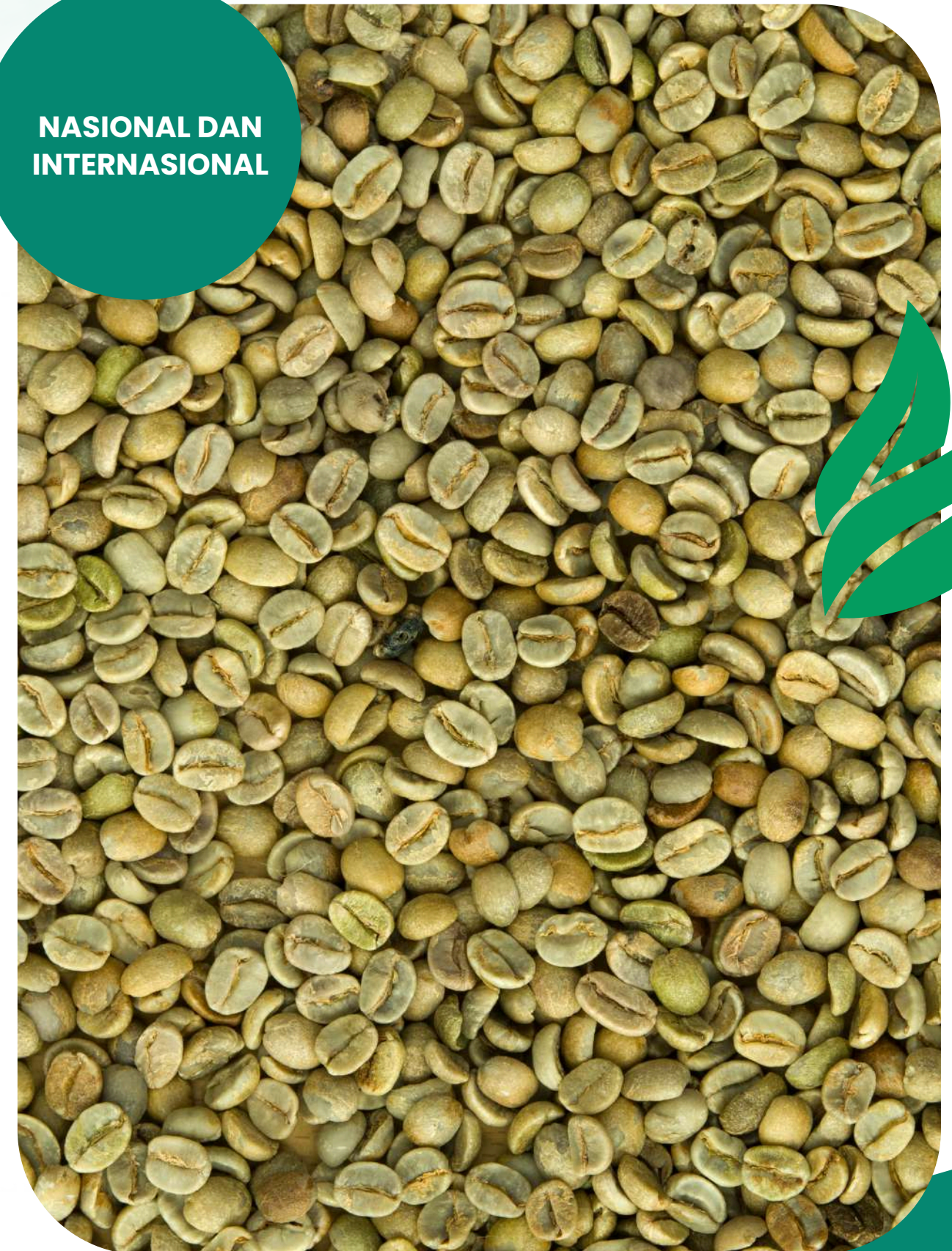


Health Benefits:

Antioxidants: Coffee contains antioxidants like phenolic acids and flavonoids, which may help protect against chronic conditions such as diabetes and Alzheimer's disease.

Reduced Disease Risk: Regular coffee intake has been linked to a lower risk of type 2 diabetes, heart disease, and stroke.

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Kolang Kaling (Sugar Palm Fruit)



What Is Kolang-Kaling?

Kolang-kaling, also known as sugar palm fruit, is a traditional Indonesian delicacy made from the seeds of the *Arenga pinnata* tree. These oval-shaped, translucent white fruits have a chewy texture and are commonly used in desserts and beverages.



How Is It Made?

The production of kolang-kaling involves several steps:

1. **Harvesting:** Ripe sugar palm fruits are collected. [JIFPRO](#)
2. **Processing:** The fruits are either burned or boiled to remove their tough outer shells.
3. **Seed Extraction:** Seeds are extracted from the processed fruits.
4. **Boiling:** The seeds are boiled for several hours to soften them.
5. **Fermentation:** Boiled seeds are soaked in a lime water solution for a few days, which helps reduce bitterness and enhances their chewy texture.

Kolang Kaling (Sugar Palm Fruit)

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Spesifikasi

- Product Name: Sugar Palm Fruit (Kolang Kaling)
- Local Name: Kolang Kaling / Buah Atap
- Price (Est.): IDR 12,000/kg
- Origin: Indonesia
- Form: Fresh boiled / semi-dried / vacuum-packed
- Color: Milky white to translucent
- Size: 2–4 cm per piece
- Texture: Soft, chewy
- Taste: Neutral or lightly sweet (unflavored)
- Packaging:
 - Bulk: 20–25 kg PE-lined bags
 - Retail: 1–2 kg vacuum packs (customizable)

Red Ginger (Jahe Merah)

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Spesifikasi

- Product Name: Red Ginger
- Price (Est.): IDR 26,000/kg
- Origin: Indonesia
- Variety: Zingiber officinale var. rubrum
- Form: Whole, Fresh or Dried
- Moisture Content (Fresh): < 85%
- Size: Medium to Large
- Packaging: 20–25 kg mesh/woven bag
- Condition: Clean, free from pests
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White Ginger (Jahe Putih)

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Spesifikasi

- Product Name: White Ginger
- Price (Est.): IDR 25,000/kg
- Origin: Indonesia
- Variety: Zingiber officinale
- Form: Whole, Fresh or Dried
- Moisture Content: < 85%
- Packaging: 25 kg plastic sack or mesh bag
- Use: Food & beverage industry

Candle Nut (Kemiri)

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Spesifikasi

- Product Name: Candle Nut
- Price (Est.): IDR 38,000/kg
- Origin: Indonesia
- Form: Hulled (shelled)
- Oil Content: 60–70%
- Packaging: 25 kg vacuum-sealed or PP bags
- Use: Culinary, cosmetic ingredient

Chayote (Labu Siam)

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Spesifikasi

- Product Name: Chayote (Vegetable Gourd)
- Price (Est.): IDR 8,000/kg
- Origin: Indonesia
- Form: Whole, fresh
- Size: 200–500 g/fruit
- Packaging: 10–20 kg ventilated carton box
- Grade: A, blemish-free

Robusta Coffee (Super Grade)

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Spesifikasi

- Product Name: Robusta Coffee – Super Grade
- Price (Est.): IDR 90,000/kg
- Origin: Indonesia (Sumatra/Java/Sulawesi)
- Grading: Screen 16–18
- Moisture Content: < 12.5%
- Defect Rate: < 11%
- Packaging: 60 kg jute/gunny bag
- Certifications: Optional (Organic, Fair Trade)

Dried Garcinia / Sour Tamarind (Asam Gelugur)

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Spesifikasi

- Product Name: Dried Garcinia (Sour Tamarind)
- Price (Est.): IDR 50,000/kg
- Origin: Sumatra, Indonesia
- Form: Dried slices
- Moisture Content: < 10%
- Packaging: 20–25 kg plastic-lined cartons
- Use: Culinary, herbal infusion

Red Bean (Kacang Merah)

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Spesifikasi

- Product Name: Red Bean
- Price (Est.): IDR 28,000/kg
- Origin: Indonesia
- Form: Dried
- Moisture Content: < 14%
- Packaging: 25–50 kg woven PP bag
- Color: Deep red

Andaliman (Batak Pepper)

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Spesifikasi

- Product Name: Andaliman (Wild Pepper / Batak Pepper)
- Price (Est.): IDR 48,000/kg
- Origin: North Sumatra, Indonesia
- Form: Whole, dried
- Packaging: 10–20 kg PE or foil bag
- Flavor Profile: Spicy citrus-like aroma

Sweet Potato (Ubi Jalar)

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Spesifikasi

- Product Name: Sweet Potato
- Price (Est.): IDR 13,000/kg
- Origin: Indonesia
- Variety: Purple / Yellow / White (based on availability)
- Size: 100–500 g/root
- Packaging: 10–20 kg carton or mesh bag
- Condition: Fresh, undamaged

Sunkist Orange (Jeruk Sunkist)

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Spesifikasi

- Product Name: Sunkist Orange
- Price (Est.): IDR 18,000/kg
- Origin: Indonesia (Local cultivation)
- Grade: Export Quality
- Size: Diameter 60–80 mm
- Packaging: 15 kg ventilated carton
- Storage Temp: 4–8°C

Turmeric (Kunyit)

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Spesifikasi

- Product Name: Turmeric
- Price (Est.): IDR 22,000/kg
- Origin: Indonesia
- Form: Fresh / Dried
- Curcumin Content: 2–5%
- Moisture (Dried): < 12%
- Packaging: 25 kg mesh bag or vacuum-sealed
- Use: Herbal, natural dye, traditional medicine

Premium Potato (Kentang Super)

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Spesifikasi

- Product Name: Premium Potato (Super Grade)
- Price (Est.): IDR 18,000/kg
- Origin: Indonesia
- Grade: A (Super)
- Form: Whole, fresh
- Size: Medium to Large (80–300 g/tuber)
- Skin: Smooth, firm, free from blemishes
- Moisture Content: Natural (fresh harvest)
- Packaging: 20–25 kg mesh bag or ventilated carton
- Storage: Cool, dry conditions (5–10°C)
-

Supply Chain & Logistics

The export logistics process involves several stages from the shipment of goods from the factory or warehouse in the exporting country to the customer or importer in the destination country. Here are the general steps:

- Packaging of Goods
- Domestic Transportation
- Export Documentation
- Customs Clearance in the Exporting Country
- International Shipping
- Arrival of Goods in the Destination Country
- Delivery to the Consumer or Importer



Letter of Credit (LC)



Payment by TT



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Keep in Touch with Us!



Thank you for your attention and we look forward to keeping in touch with you.

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