Buon Ma Thuot coffee refers to the Robusta coffee variety. Robusta coffee beans are grey, greyish green or pale green in colour, 10—11 mm long, 6—7 mm wide and 3—4 mm thick. It has an appealing aroma with a medium to high intensity. This coffee has low acidity and its caffeine content is 2.0—2.2 %. In Buon Ma Thuot highland, Robusta coffee berries are harvested between October-December in two to three rounds. Selective hand-picking in several rounds ensures that only the most mature and the ripest berries are harvested, thereby helping to maintain the bean’s inherent qualities. For the wet processing method, the skin and pulp are mechanically removed with water. Then, the berries are dried in two stages: first drainage, next drying. The beans are dried by the sun, in rotary drum dryers or in solar-powered dryers (to obtain the correct moisture content). The final step of wet milling is dehulling, which removes the final layer (the parchment) and produces the green bean that is now ready for roasting. After grading and quality control, the end product must be packaged in clean, odourless bags.

The city of Buon Ma Thuot is the political, economic, and cultural centre of Daklak Province. Its highland surface, covered by red basaltic soil, is representative of the Central Highlands in terms of geomorphological and pedological variability and ethnic identity. The Buon Ma Thuot highland is where the Robusta coffee tree not only grows well but also produces high quality beans with a different flavour than those from other parts of the country. The specific quality of these coffee beans is the deciding factor for the reputation and the competitiveness of Buon Ma Thuot coffee. Thus, Buon Ma Thuot is the ‘centre’ of the coffee industry, not only for the highland but also for the country as a whole as regards Robusta coffee.