



FARMER FEEDBACK REPORT

FOR: CAW | Colombia ANEI Women Producers Blend

BY: DRIFTAWAY COFFEE

Roasted between: September 10th, 2023 and October 4th, 2023

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INTRODUCTION TO DRIFTAWAY COFFEE

- Founded in 2014 by Anu Menon and Suyog Mody in Brooklyn, New York.
- We have a direct to consumer business model - no cafés! - and all of our coffees are shipped directly to customers who make coffee at home.
- We offer coffee subscriptions, single bags and virtual tastings.
- We've been featured in publications like the Today show, Wall Street Journal, USA Today and more for the best coffee subscriptions, coffee gifts and virtual coffee experiences.



WHERE WE ROAST

We roast & pack in a roasting facility in Brooklyn, New York, on a Loring Kestrel S35.

Ian Terry roasts the coffee. and is also in charge of green buying. We roast about 120K pounds of coffee annually.

ABOUT OUR COFFEES

- We roast five coffees every month, each for 4 weeks, totaling 61 coffees in a year.
- Every month, we have two light roasts, a medium roast and two dark roasts.

WHY FARMER FEEDBACK REPORTS?

Coffee roasters ask a lot from the farmers we buy coffee from - including detailed farm information (such as altitude and varietals), sustainable practices, personal history with coffee, and pictures of them on their farms or at their mills.

But we believe that transparency should go both ways. There is a fundamental inequity in how coffee farmers are not proportionally compensated for their labor. We hope that the information shared in this Farmer Feedback report can lead to more equity in the future.

Also, we'd love YOUR feedback! If there's anything you'd like to see more of in this report, or information that you feel could be left out, let us know!

WHATS IN THE REPORT

Our customers can rate and review every coffee they receive online. For the Farmer Feedback program, we share these customer reviews with you!

In this report, you'll find info about:

- How we roasted your coffee
- What countries it was shipped to around the world
- How we priced it
- And most importantly, what our customers thought about your coffee

WHO ARE DRIFTAWAY CUSTOMERS

They are “home consumers”: they did not buy your coffee in a café, but purchased it online, and we shipped it directly to them.

Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



WHO RECEIVED THIS COFFEE

Driftaway Coffee customers are all over the United States and some in Europe. We shipped this coffee within 24 to 48 hours from roasting.

- 1675 customers received this coffee in the mail
- 54 states and territories shipped to within the United States
- Canada, Cyprus, Ireland, United Kingdom, Taiwan, Province of China, Germany, Switzerland, Qatar, Australia, France shipped to outside of the US
- 945 cities and towns shipped to
- 77200+ cups of coffee were brewed
- 3.5 days average days from roasting for first brew



HOW DO CUSTOMERS PROVIDE RATINGS AND REVIEWS

All customers that received the coffee have access to a review screen (shown below) in their online Account where they can rate and review every coffee.

COY | COSTA RICA LA PERLA DEL CAFE MICROMILL

This coffee is part of our Farmer Feedback program! [Learn more](#)

RATING
How much do you like this coffee?

MESSAGE TO FARMER
Farmers love to hear about what you thought of this coffee. Did it remind you of something? Was it your amo... [Help](#)

Oh my goodness. The aroma was wonderful and complex. The flavor was more delicious than I could have hoped. 108/250

TASTING NOTES
Nutty X Chocolate X Lemon X

Berry Floral Nutty Chocolate Spice Sour Smoky Caramel Bitter Lemon
Grapefruit

Not really tasting anything? Check out this [video](#) to help you identify more notes!

OTHER NOTES
What were your impressions of this coffee? Something that made it memorable? Keep your notes here 0/250

BODY
Describe the body of the cup. Was it closer to water or milk?

Light Heavy

ACIDITY
For coffee tasting, this refers to the perceived acidity -- is it flat, or does it have a zing like lime juice?

Low High

All changes are automatically saved.

The rating for coffees is out of 100 pts, 60 points being average.

Please note that these are not cupping scores or any indication of quality - they are an indication of how much each customer liked a cup of the coffee they made themselves. If they liked the coffee, they would generally rate it 60 and above.

RATINGS FOR THIS COFFEE

- Customer Ratings received: 74
- Mean rating: 80

CUSTOMER TASTING NOTES



The flavors above were recorded on the customer's review screen (left) - the larger and darker the font, the more responses with that flavor were recorded.

CUSTOMER REVIEWS

This coffee leans light in body for me (which I'm thoroughly enjoying), but has a bold taste. I've been impressed with the sweetness and acidity for this dark roast. I drank this coffee while editing Europe photos and reminiscing of those times. John L. CA, US

This coffee has an acidity and sweetness that is not commonly found in bold roasts. They take you by surprise, as the sip starts off dark then opens up into this array of notes. It certainly makes this coffee memorable. Elle L. CA, US

Creamy smooth, full rich flavor! I loved it. David L. TN, US

Great beans! I really like the favor! Zequn R. WA, US

Sweet flavor but I prefer a little darker roast and more chocolate notes. I let Driftaway choose between the two coffees this month that were within my range. I support their choice and your cooperative. David H. MI, US

This is a very nice coffee. I liked it very much Dewey S. OK, US

Really loved this coffee. The brown sugar and nutty flavors Cheryl M. KS, US

I love the taste of this coffee. For me it is bold but warming with no acidity. Karen L. NY, US

HOW WE SOURCE, QC & ROAST

HOW WE SELECTED THIS COFFEE

For Driftaway, choosing a coffee depends on how it tastes and how it will fit into our unique lineup, as well as financial and social equity concerns. We roast 5 different coffees every month, each from a different country, and assign each one a roast level, from light to dark.

It's extremely important that we take financial and social equity into account when selecting a coffee. For any coffee, we ask ourselves: Do we have enough information to know that we are paying a fair price? Is this coffee from producers who have historically had less access to the market, or to resources?

For this coffee, it met these criteria for us:

Social equity: Women farmers
Roast Level: Medium-Dark
Coffee Profile Name: Bold Profile
SCA Cupping Score: 85.75

It's been important for us at Driftaway to prioritize women farmers as we search the world for delicious coffees. Women make up 70% of the workforce in coffee, yet systematically have lower access to resources like land, credit and just plain information.

As far as flavor goes, this ANEI coffee makes a really sweet and toasty Bold profile - it takes the heat very well as we bring it just into dark roast territory, and the sugars caramelize into a deep molasses.

Quality Control Tasting Notes

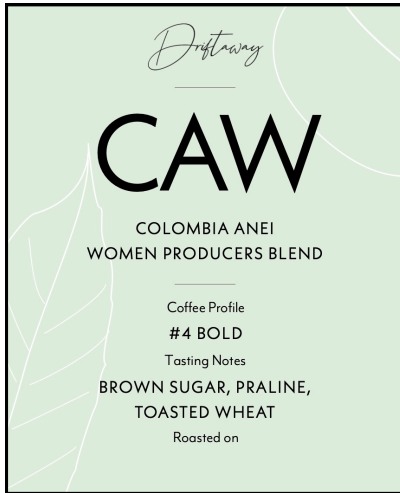
The following flavors were recorded during our cuppings each week at the roastery, beginning with the initial sample of the coffee which was approved when we bought the coffee.

orange zest
black tea
dark cocoa
dark chocolate
baked apple
almond butter
dark caramel
food cake

devil food cake

WHAT DRIFTAWAY CUSTOMERS RECEIVED

This is your coffee's bag label:



The label sticks onto each of our bags:



We send a coffee information card with every bag of coffee to the consumer, so they know more about where the coffee came from and how we roasted it. Here's the information card we sent with this coffee.

COLOMBIA ANEI WOMEN PRODUCERS BLEND

WOMEN OWNED FARMS

TASTING NOTES
Brown Sugar, Praline & Toasted Wheat

COFFEE PROFILE & LABEL COLOR
Bold | Green

ROAST LEVEL: Medium-Dark ●●●●○

FARMER TRAINING **SUSTAINABLY GROWN**

DRIFTAWAY

COLOMBIA ANEI WOMEN PRODUCERS BLEND

GROWERS 700 smallholder producers **PROCESSING** Washed
VARIETALS Colombia, Bourbon, etc. **ALTITUDE** 1400-2000m

SEND THE FARMER YOUR FEEDBACK!

Rate the coffee & send your notes to the farmers, in a first-of-its-kind two way transparency. driftaway.coffee/farmer-feedback

COFFEE PRODUCER'S STORY

This coffee is a collection of 700 women producers from the four indigenous communities of Arhuacos, Koguis, Kankuamos and Wiwas. The organization was founded in 1995 by Aurora María Izquierd, an Arhuaca indigenous woman from the Yewrwa community of the Sierra Nevada de Santa Marta. ANEI means 'delicious' in her native IKU language. She had a dream to unite these women, to improve their income, while also maintaining environmentally friendly agricultural practices to preserve the beautiful ecosystems within these communities.

ROASTER'S NOTES

This coffee is from the furthest north region of Colombia that we have ever roasted. It's a very sweet and sugary coffee that develops some rich, toasty notes as a dark roast. It also has some complex spice-like aromas to round it out.

SCAN THE QR CODE FOR MORE DETAILS

Or visit driftaway.coffee/caw
Last date to order more: 4th Oct 2023
This card was made from 100% recycled paper

COFFEE WEBPAGE ON WEBSITE

We also create a unique web page for each coffee - here's the URL for your coffee: <https://driftaway.coffee/CAW/>

This page shares the information that we received about the coffee - either from you, the importer and/or the exporter. It also shares why we chose to buy the coffee, and the decisions we made while roasting it.

With all this transparency, we hope to gain our customers' trust. By giving them a peek into the coffee supply chain, we aim to showcase the immense value of the coffee, so they can know how much time, work and skill goes into producing a high quality specialty coffee.

CAW | Colombia ANEI Women Producers Blend
 Bold Profile | Medium-dark roast
 Tasting Notes: Brown Sugar, Praline, Toasted Wheat

THE STORY BEHIND THIS COFFEE

- FARM** (Harvest 2022)
- GREEN SELECTION** (April 2023)
- ROASTING** (September 10)
- QUALITY CONTROL** (1 to 4 days after roasting)
- PRODUCTION & SHIPPING** (Within 24 hours from roasting)
- AT YOUR HOME** (14 days after shipping)

IT ALL STARTS AT THE COFFEE FARM

This coffee is a collection of 700 women producers from the four indigenous communities of Anhuacos, Koguis, Kankuames and Wiwas. The organization was founded in 1995 by Aurora Maria Izquierdo, an Anhuaco indigenous woman from the Yevea community of Sierra Nevada de Santa Marta. ANEI means 'delicious' in her native IKU language. She had a dream to unite these women and improve their income while also maintaining environmentally friendly agricultural practices to preserve the beautiful ecosystems within these communities.

ANEI is truly a unique organization, not only dedicated to ecological preservation, economic empowerment, and creating a future for these communities - but also by assisting with diversifying income via the planting of cocoa with the coffee trees. On top of that, ANEI successfully adopted organic practices and certification amongst all farms - which in turn led to increased revenue.

There are three collection centers for the ANEI producers located throughout the region, making it easy for all communities to access the facilities. The organization currently represents producers from 61 villages in 5 municipalities. They have an overarching goal to work with the earth while ensuring these indigenous communities are recognized for their exceptional coffee. Additionally, ANEI seeks to empower women, and provide future generations with a fruitful source of income in a healthy environment.

COFFEE COLLECTION CENTER

TRACEABILITY

COUNTRY	REGION	IMPORTER	VARIETAL
Colombia	Serranía del Perijá, Mercurio	Colombia, Sierra Nevada de Santa Maria	Bourbon Traves, Catuara, Castillo

PRICE TRANSPARENCY

- \$3.74** Price paid by Driftaway
- Not available** Free on Board price
- over \$2.60** Farm Gate price
- \$1.67** Fair Trade price per pound
- \$1.47** Coffee C-Market price per pound
- \$0.05** Driftaway's World Coffee Research contribution per pound

DID YOU KNOW

Environmental standards amongst these farms are exceptional, as most of them are located within conservation areas, indigenous reservations, and forest reserves. Other environmental practices are being improved such as wastewater treatment after processing by utilizing the wastewater as a form of biofilter. Additionally, shade trees are gradually being planted with the coffee to adapt to the changes in climate, keeping the coffee cool in warm temperatures. Future plans include removing old coffee trees and replacing with younger more resistant varieties such as Colombia and Castillo. Reforestation via the planting of native shade trees will also assist with increasing carbon capture and reforesting bare regions.

This coffee travelled 2,064 miles to the Driftaway Coffee roastery in Queens.

Love the coffee? You can share your compliments & tasting observations with the farmers.

[SEND FARMER FEEDBACK](#)

WHY DID WE SELECT THIS COFFEE?

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AVERAGE CUPPING SCORE
85.75 / 100

[LEARN MORE ABOUT CUPPING SCORES](#)

- 85.75** SCAA Cupping Score
- 10 x 70 k** Bags purchased
- 1 year** Length of producer relationship
- 100% (in 2022)** Transparent coffees purchased

A note from Ian T.
 Lead Roaster & Green Coffee Buyer

"This coffee is from the furthest north region of Colombia that we have ever roasted. It's a very sweet and sugary coffee that develops some rich, toasty notes as a dark roast. It also has some complex spice-like aromas to round it out."

[READ MORE ABOUT THE SELECTION PROCESS](#)

HOW DID WE ROAST THIS COFFEE?

This coffee is being roasted by Ian T. from September 10 to October 4 in Brooklyn. We use the Loring Kestrel roaster for this profile. We have strict guidelines for each of the coffee profiles, and this roast has to pass the development time ratio test as measured in real-time by the roasting software, Cropster. Once it does, it is approved for production.

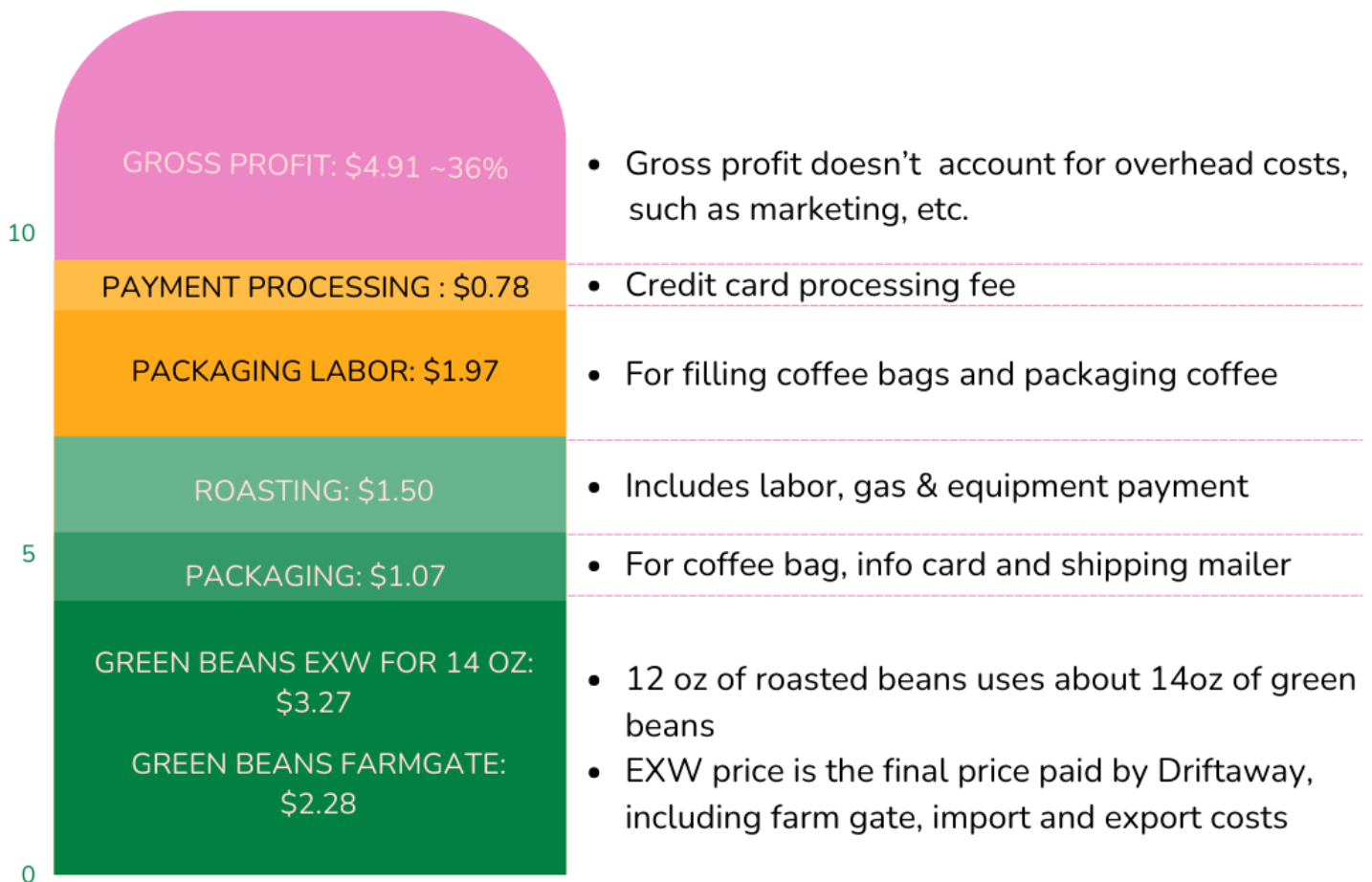
QUALITY CONTROL

We perform Quality Control via a process of coffee tasting called cupping on all of our production roasts once a week at our roastery in Williamsburg, Brooklyn. Each cupping is conducted by James M. and Ian T. using standard equipment, and is logged by our Q-certified...

COST BREAKDOWN OF 12 OZ (340g) BAG OF COFFEE

15

RETAIL PRICE = \$13.50



ABOUT THIS INFORMATION

- These costs are representative of Driftaway's business model and may not apply generally to other coffee shops, wholesale roasters or other roasters.
- These are real costs based on this coffee and a 12oz roasted coffee bag size. Costs for other coffees and other sizes vary.

HOW DID WE GET TO THIS PRICE?

We try to estimate our cost of goods, including packaging, labor and shipping, and then we add a layer of margin on it.

Secondly, we look at the market: if everyone else is selling their coffee at a certain price, and we need to sell it for that price to be competitive, that means sometimes we'll have a slimmer margin, or we'll find ways of optimizing our cost of goods to be able to make more of a profit.