



FARMER FEEDBACK REPORT

FOR: ECM | El Salvador Finca El Carmen

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.

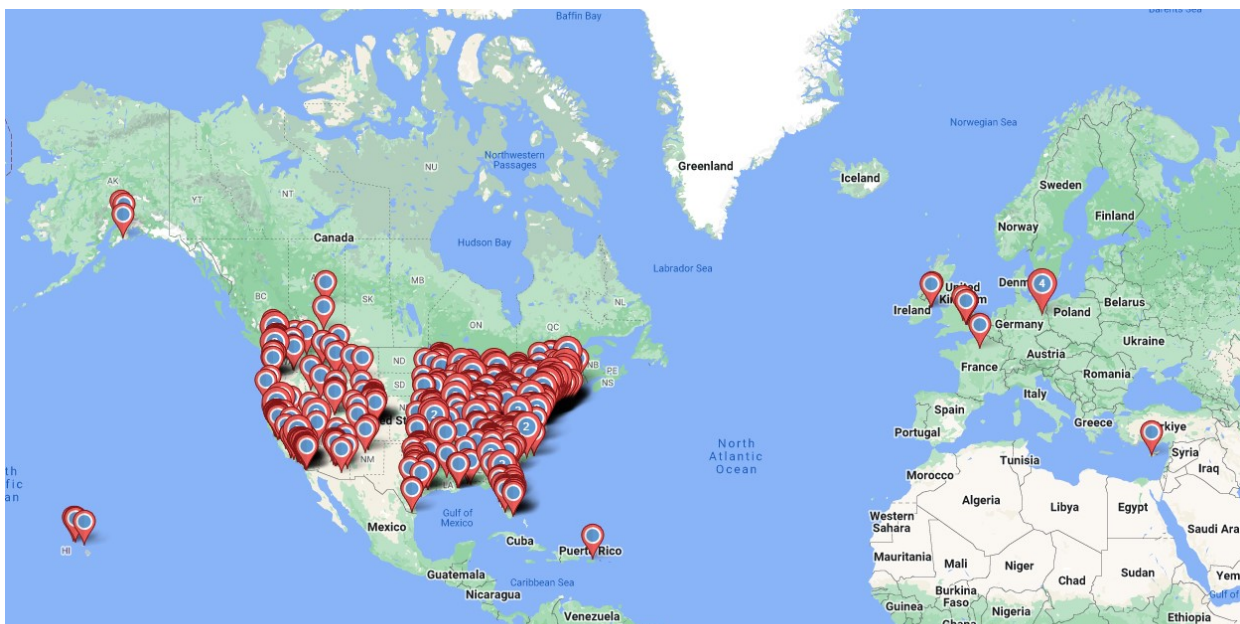
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



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.

- 1082 customers received this coffee in the mail
- 52 states and territories shipped to within the United States
- Canada, Cyprus, Ireland, United Kingdom, Taiwan, Province of China, Germany, France, Australia, Iceland shipped to outside of the US
- 685 cities and towns shipped to
- 34518+ 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?

100% (slider)

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

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

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: 40
- 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

Just a bit too bold for me to drink black but will be great w oat milk. Cheryl M. KS, US

This is definitely a very bold coffee but smooth flavor. Vicki S. MI, US

Excellent! Such a joy to start my day with this coffee. Jennifer G. CA, US

This coffee is amazing!! I love the subtle taste profile. Thank you for your work! Jonathan Y. IN, US

Very Good! William B. MA, 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?

Roast Level: Dark

Coffee Profile Name: Extra Bold Profile

SCA Cupping Score: 86.5

This is an extremely well-run specialty estate, and the family oversees every detail of the coffee's journey, from growing and harvesting to washing and drying. El Carmen strikes an excellent balance between rich, chocolatey sweetness and complex layers of sugary flavors.

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.

chocolate brownie
black tea
dark chocolate
dark chocolate brownie dark cocoa
chocolate cocoa
caramel
walnut

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.

EL SALVADOR FINCA EL CARMEN

SINGLE FARMER LOT

TASTING NOTES
Roasted Nuts, Molasses & Cocoa Powder

COFFEE PROFILE & LABEL COLOR
Extra-Bold | Pink/Purple

ROAST LEVEL: Dark ●●●●●

BIRD SANCTUARY

DRIFTAWAY COFFEE

EL SALVADOR FINCA EL CARMEN

GROWERS Fernando Alfaro & family	PROCESSING Washed
VARIETALS Red Bourbon	ALTITUDE 1300m

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

Finca El Carmen has been farmed by the Alfaro family for over a century. It sits inside El Salvador's Apaneca-Illamatepec mountain range, one of Central America's prime specialty coffee producing areas.

ROASTER'S NOTES

Finca El Carmen returns after taking a year off from our menu. It was difficult to get El Salvadorian coffee from our normal suppliers over the past couple of years due to the coffee and fertilizer markets being volatile. El Salvador was especially turbulent, and there were some shake-ups that disrupted the normal supply chains. Now that things are settling back down, it's nice to revisit a special El Salvadorian coffee that we remember fondly. This coffee has always been consistently sweet and nutty with a rich body. This will be the first year we roast it as an Extra Bold.

SCAN THE QR CODE FOR MORE DETAILS

Or visit driftaway.coffee/ecm

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/ecm/>

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.

ECM | El Salvador Finca El Carmen
Extra Bold Profile | Dark roast
Tasting Notes: Roasted Nuts, Molasses, Cocoa Powder

THE STORY BEHIND THIS COFFEE

- FARM** Harvested October 2022
- GREEN SELECTION** January 2023
- ROASTING** September 2023
- QUALITY CONTROL** 1 to 4 days after roasting
- PRODUCTION & SHIPPING** Within 24 hours from roasting
- AT YOUR HOME** 1-4 days later

IT ALL STARTS AT THE COFFEE FARM

This coffee was grown by the Alfaro family on El Carmen Estate in western El Salvador, deep in the Aponeca Llanos mountain range. El Carmen was founded in the middle of the 19th century by Antonio José Alfaro, and it's been passed down for four generations. It's now being run by Fernando Alfaro.

The beans are separated from the fruit, are then washed with spring water, and sun-dried on clay patios. Clay patios are great for consistent coffee drying because they absorb heat, allowing the coffee to dry more evenly.

El Carmen is in the heart of what's known as El Salvador's main 'protected highway' of forest, a part of the Mesoamerican Biological Corridor System that stretches all the way from Mexico down to Panama. In El Salvador, where more than 80% of the country's coffee is produced under shade, this eco-system is based mostly in the coffee forest. Coffee farms like El Carmen play a super important role as a sanctuary for hundreds of the migratory and native bird species found in this part of the world.

TRACEABILITY

COUNTRY	REGION	IMPORTER	VARIETAL
El Salvador	Apurecu-Ilamatepec, Alacochapan	Mercanta	Red Bourbon

PRICE TRANSPARENCY

- \$3.98** Price paid by Driftaway
- Not available** Free on Board price
- over \$2.80** 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

DO YOU KNOW

They grow both red and orange Bourbon varieties, and they're picked when perfectly ripe and de-pulped the same day. They process the red and orange varieties separately - this lot that we have is only Red Bourbon.

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WHY DID WE SELECT THIS COFFEE?

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AVERAGE CUPPING SCORE
86.5 / 100

LEARN MORE ABOUT CUPPING SCORES

- 86.5** SCAA Cupping Score
- 8 x 69 k** Bags purchased
- 3 years** Length of producer relationship
- 100% (in 2022)** Transparent coffees purchased

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

"Finca El Carmen returns after taking a year off from our menu. It was difficult to get El Salvadorian coffee from our normal suppliers over the past couple of years due to the coffee and fertilizer markets being volatile. El Salvador was especially volatile and there were some shake-ups that disrupted the normal supply chains. Now that things are settling back down it's nice to revisit a special El Salvadorian coffee that we remember fondly. This coffee has always been consistently sweet and nutty with a rich body. This will be the first year we roast it as an Extra Bold."

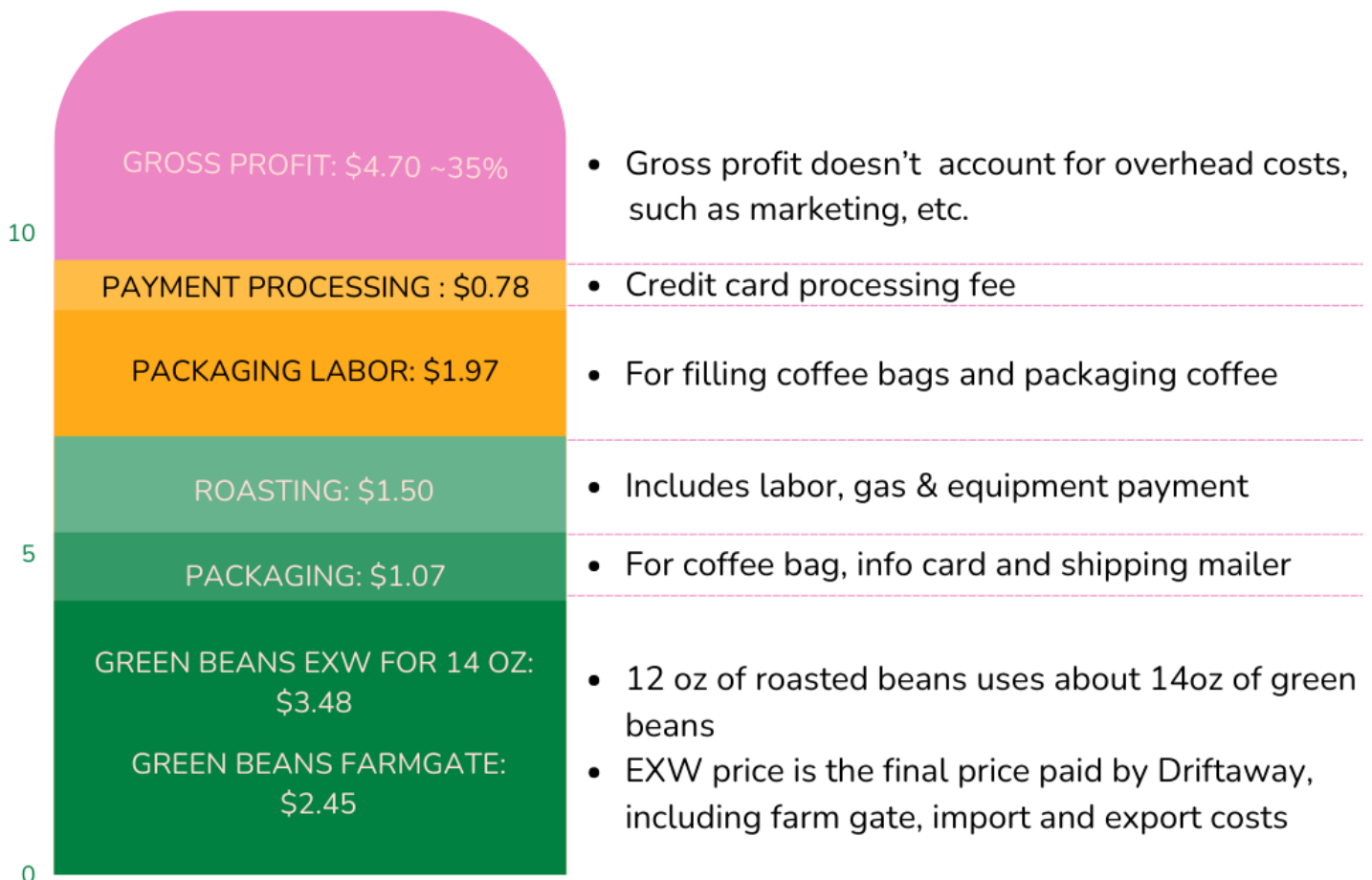
HOW DID WE ROAST THIS COFFEE?

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.

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.