



FARMER FEEDBACK REPORT

FOR: GTS | Guatemala Huehuetenango Todos Santos

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.

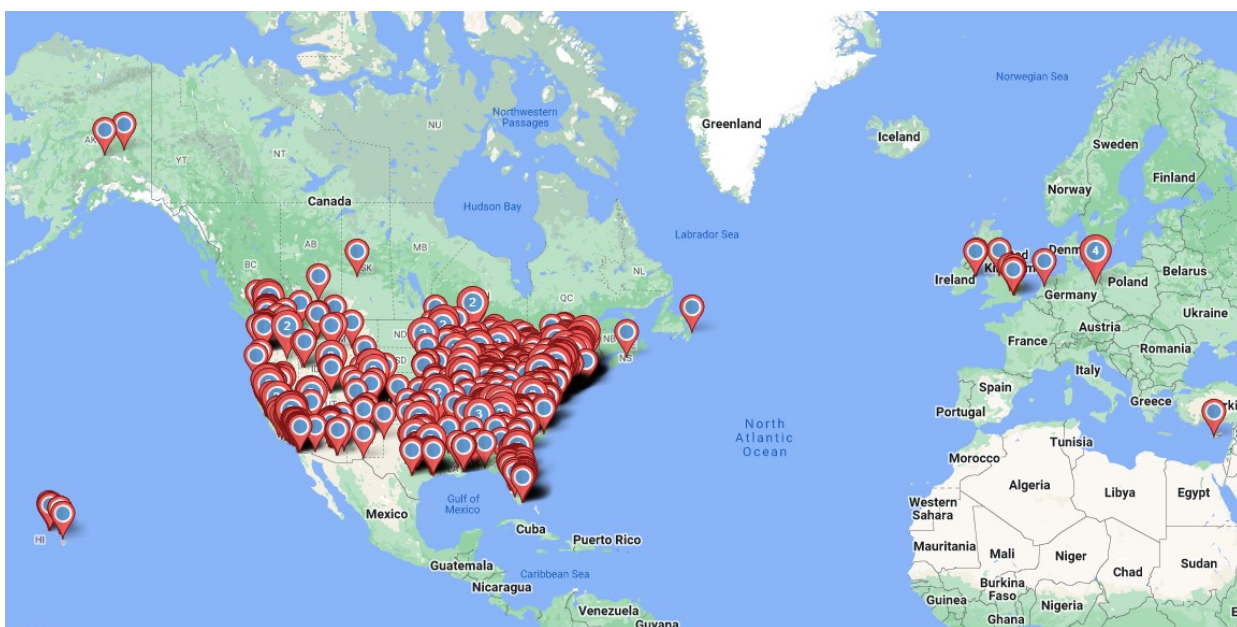
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



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.

- 1798 customers received this coffee in the mail
- 50 states and territories shipped to within the United States
- Canada, Cyprus, Ireland, United Kingdom, Taiwan, Province of China, Germany, Japan, Netherlands shipped to outside of the US
- 955 cities and towns shipped to
- 85907+ 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.

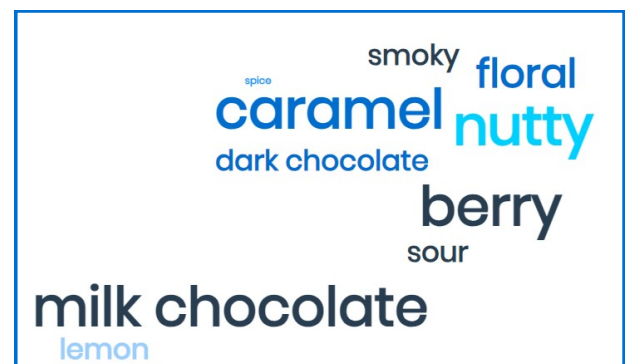
The rating for coffees is out of 100 pts, 60 points being average.

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: 58
- Mean rating: 80
 - That's a very high rating!

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

“Creamy smooth, full rich flavor.” David L. TN, US

“We liked that it tasted fruity.” Jesse S. PA, US

“Delicious.” Ben C. VA, US

“We absolutely loved this coffee! It is our favourite coffee yet. It tastes like caramel and makes the most perfect latte. Thank you for making such an amazing coffee.” Candice B. IN, US

“Very nice! This one was good for Balanced.”
William B. MA US

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: Light-Medium
Coffee Profile Name: Balanced Profile
SCA Cupping Score: 85.5

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.

This coffee from the Ella group is perfect for what we call our Balanced profile. We roast it on the lighter side, and get a delicate floral aroma, berry-like acidity and a balanced finish of brown sugar.

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.

heavy body nut butter
baking spice herbal finish red berry
mouth coating raw brown sugar
creamy body golden apple
dark chocolate

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.

GUATEMALA HUEHUETENANGO TODOS SANTOS

WOMEN OWNED FARMS

TASTING NOTES
Floral, Berries & Brown Sugar

COFFEE PROFILE & LABEL COLOR:
Balanced | Red

ROAST LEVEL: Light-Medium ●●○○○

FARMER TRAINING

DRIFTAWAY COFFEE

GUATEMALA HUEHUETENANGO TODOS SANTOS

GROWERS 276 women producers **PROCESSING** Washed
VARIETALS Bourbon, Caturra, etc. **ALTITUDE** 1700 - 2100m

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

Nestled in the highlands near Todos Santos, a group of courageous women dared to challenge the status quo of their community. Despite facing limited access and discrimination, they embarked on a journey to create a coffee that would not only bring them more financial stability but also help uplift their community. These women came together to form a collective known as "Mujeres luchando por un mejor futuro," or "Women fighting for a better future". With a lot of time and hard work, they were able to gain access to the necessary resources to produce a delicious, high quality coffee.

ROASTER'S NOTES

This is a really great coffee with a balance of citrus and stone fruit-like acidities. When we roast it between light and medium, it develops some really deep sweetness reminiscent of ripe fruit.

SCAN THE QR CODE FOR MORE DETAILS

Or visit driftaway.coffee/gts
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/GTS/>

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.

GTS | Guatemala Huhuetenango Todos Santos
Balanced Profile | Light-medium roast
Tasting Notes: Floral, Berries, Brown Sugar

THE STORY BEHIND THIS COFFEE

- FARM** Harvested March 2023
- GREEN SELECTION** May 2023
- ROASTING** September 10, October 4
- QUALITY CONTROL** 1 to 4 days after roasting
- PRODUCTION & SHIPPING** Within 24 hours from roasting
- AT YOUR HOME** 1-4 days from shipping

IT ALL STARTS AT THE COFFEE FARM

Nestled in the highlands near Todos Santos, a group of courageous women dared to challenge the status quo of their community. Despite facing limited access and discrimination, they embarked on a journey to create a coffee that would not only bring them more financial stability but also help uplift their community. These women came together to form a collective known as "Mujeres luchando por un mejor futuro," or "Women fighting for a better future."

With a lot of time and hard work, they were able to gain access to the necessary resources to produce a delicious, high quality coffee. Their membership has grown to 275 women as "Mujeres luchando por un mejor futuro" continue to inspire women from neighboring communities within Todos Santos to follow their footsteps and create their own paths.

The coffee they produce is also known as "Ella"; the direct translation of "Ella" into English is "SHE", but ELLA is a coffee that represents the resilience, strength, and determination of these women. It is a coffee that's produced with care and attention to detail, reflecting the hard work and dedication of Ibe, Gresdi, Eleanora, Rebeca, Lorena, Julia Cifuentes, Adhoni Alba, to name a few.

Ana Gomez
Ella - Todos Santos

TRACEABILITY				PRICE TRANSPARENCY	
COUNTRY Guatemala	REGION Huhuetenango	IMPORTER Onyx	VARIETAL Bourbon, Caturra, Catuai, Pache, Yellow Pache	\$4.49 Price paid by Driftaway	
PRODUCER Ella Todos Santos Women Producer Group	MILL / WASHING STATION	PROCESSING Washed	ALTITUDE 1200 - 1950 meters	\$3.11 Free on Board price	
DID YOU KNOW This coffee beans were removed from the fruit using the washed process method. After washing, the beans are spread out on concrete patios to dry under the sun. This drying process typically takes around 7 to 10 days, depending on weather conditions. The beans are regularly turned to ensure even drying and to prevent over-fermentation.				Not available Farm Gate price	
				\$1.78 Fair Trade price per pound	
				\$1.58 Coffee C-Market price per pound	
				\$0.05 Driftaway's World Coffee Research contribution per pound	

This coffee travelled 3,282 miles to the Driftaway Coffee roastery in Queens.

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

[SEND FARMER](#)

WHY DID WE SELECT THIS COFFEE?

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This coffee from the Ella group is perfect for the Balanced profile when roasted lighter, with a delicate floral aroma, berry-like acidity and a balanced finish of brown sugar.

AVERAGE CUPPING SCORE
85.5 / 100

[LEARN MORE ABOUT CUPPING SCORES](#)

85.5 SCAA Cupping Score
15 x 69 kg 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 is a really great coffee with a balance of citrus and stone fruit-like acidities. When we roast it between light and medium, it develops some really deep sweetness reminiscent of ripe fruit."

[READ MORE ABOUT THE SELECTION PROCESS](#)

HOW DID WE ROAST THIS COFFEE?

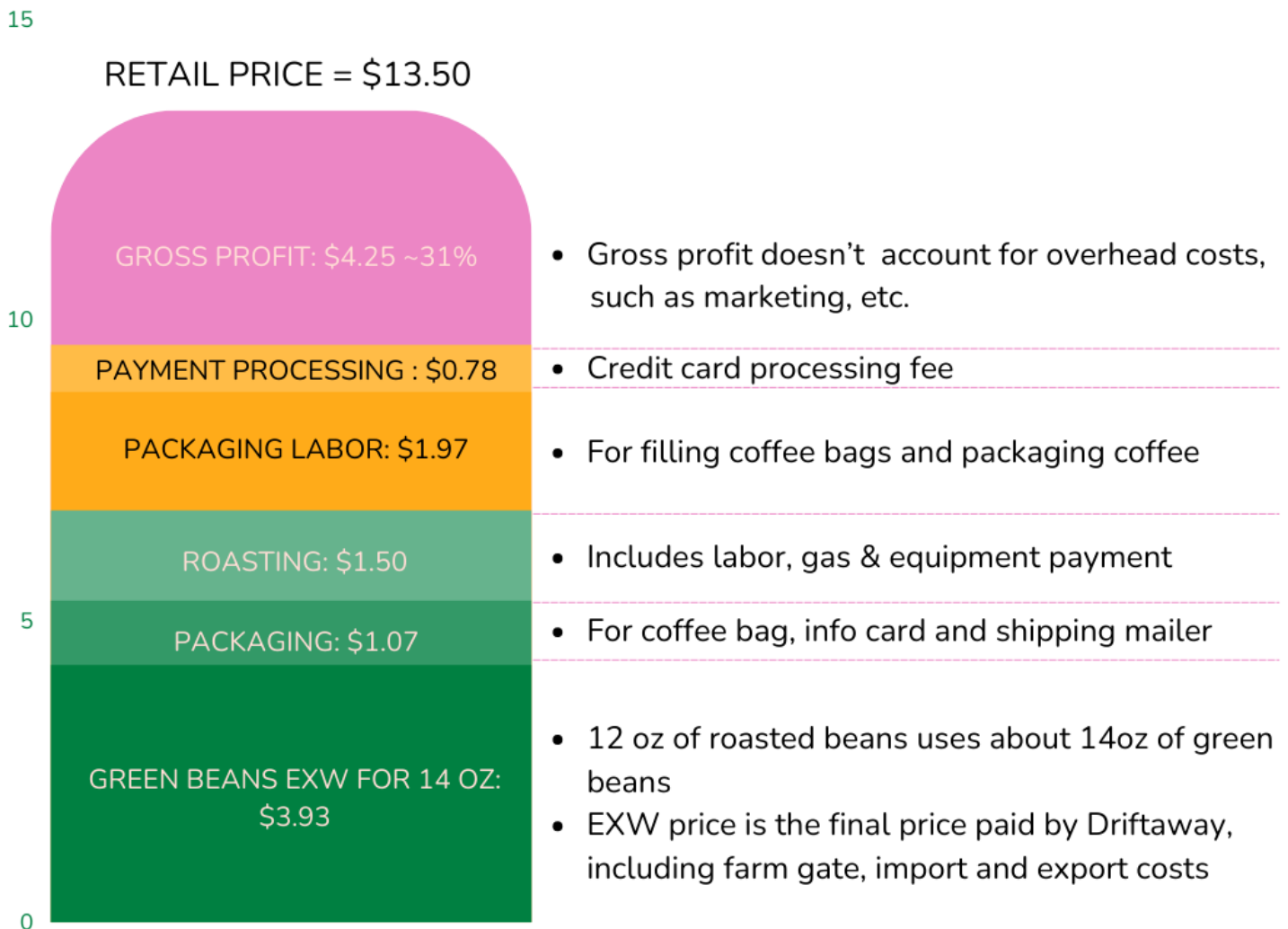
This coffee is being roasted by Ian T. from September 10 to October 4 in Brooklyn. We use the Loring Kestrel roaster for this profile. We have strict guidelines for each of the coffee profiles, and this roast has to pass the development time ratio test as measured in real-time by the roasting software, 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 cupper Ian T. All coffees are evaluated on a scoring scale of 0 to 3.

- 3.0 = exceptional roast - exceeds expectations
- 2.5 = on par with profile - matches expectations
- 2.0 = good roast, but 1 or 2 elements could be improved - needs improvement
- 1.5 or lower = failed - do not ship

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



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.