



# FARMER FEEDBACK REPORT

FOR: Honduras Ocotopeque Belen Gualcho

BY: DRIFTAWAY COFFEE

Roasted between: June 18th and July 12th

Address: 85 Debevoise Avenue, Brooklyn, NY 11222, USA  
hi@driftaway.coffee | +1(347) 762-8576 | <https://driftaway.coffee>

## 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 varieties), 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

Due to our online business model, our customers can rate and review every coffee they receive. So, for the Farmer Feedback program, we share these customer ratings and reviews directly 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 you!

## 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.

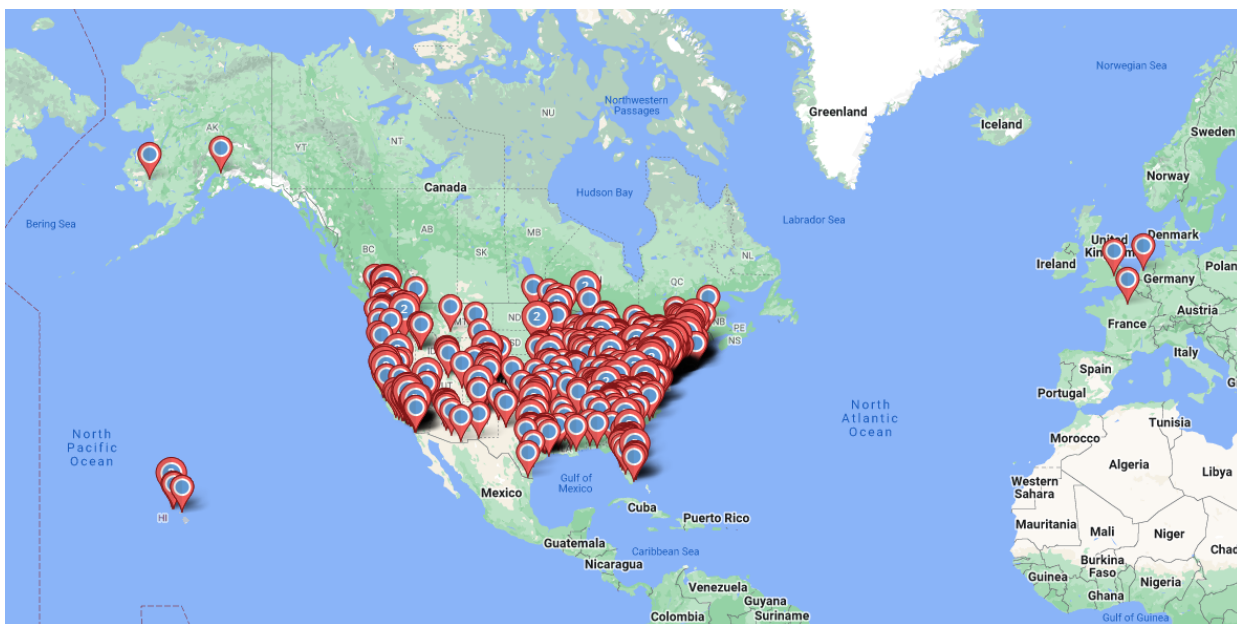
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



## WHO RECEIVED THIS COFFEE

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

- 1225 customers received this coffee in the mail
- All 50 states shipped to within the United States
- 753 cities and towns shipped to
- 85161+ 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 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

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

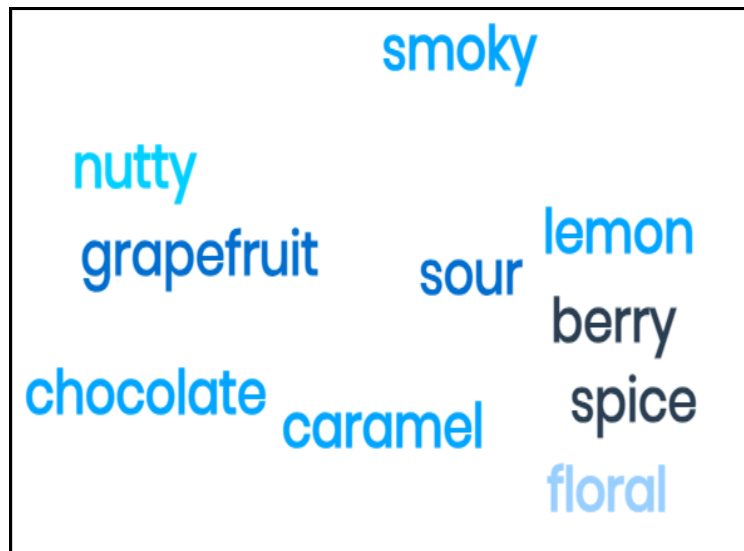
All changes are automatically saved.

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

Please note that this is not an SCA cupping score or an 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: 63
- Mean rating: 80 - this is a very high score!



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

## CUSTOMER REVIEWS

“The most amazing coffee to date” Charles W.,  
Kentucky, USA

“Delicious! Well rounded - really enjoyed it!”  
Danielle C., Connecticut, USA

“Very nice! Juicy. Good aroma. Good flavor.”  
William B., Massachusetts, USA

## 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:

Roast Level: Light-Medium

Coffee Profile Name: Balanced

SCA Cupping Score from Driftaway: 86

### 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.



# 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.



## COFFEE PRODUCER'S STORY

The village of Belen Gualcho is in the eastern corner of Ocotepeque, surrounded by the foothills of Cerro Las Minas, the highest mountain in Honduras. It's ideal for coffee growing, with high humidity in the mornings and dry, hot afternoons. We purchased this coffee from Finca Terrerito, who have an importing business for their own farm, but also buy coffees from neighboring farmers. You can check them out on social media @fincaterrerito!



This is a Farmer Feedback coffee! Rate the coffee & send your notes to the coffee growers at [driftaway.coffee/coffee-history](https://driftaway.coffee/coffee-history)

## ROASTER'S NOTES

We are always happy to see this coffee from seven different farms come around each summer. It started out as a Classic Profile in our lineup four years ago, but within the last couple of years showed more flavors that are suitable for the Balanced Profile. This year is the best yet with a sparkling, complex acidity that is rounded out by sweetness and a juicy mouthfeel.

## DID YOU KNOW?

This is the 4th year we've roasted coffee from these 7 farmers in Belen Gualcho!

## LEARN MORE



Scan the QR code with your phone camera to learn more about this coffee, watch our roasters discuss the story behind it, and order more or request some for your next delivery! Or visit [driftaway.coffee/hbn](https://driftaway.coffee/hbn). Last date to order: 12th July 2023.



## FROM

COUNTRY & REGION  
Honduras, Ocotepeque

PRODUCERS & IMPORTER  
Seven smallscale farmers  
Finca Terrerito

PROCESSING TYPE  
Washed

ALTITUDE  
1700 meters

VARIETAL  
Pacas, Caturra

ROAST LEVEL  
Light - Medium



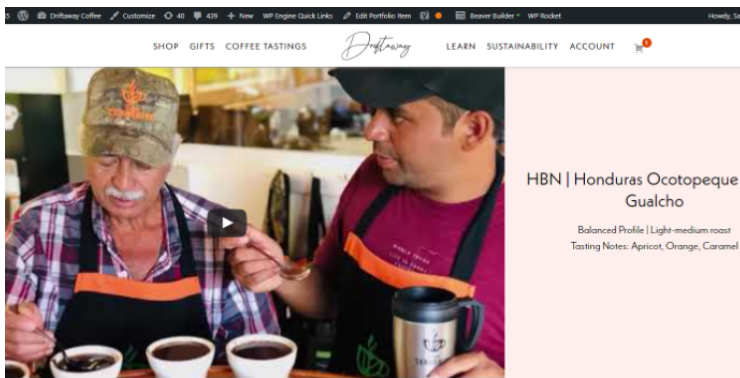
This postcard was made from 100% recycled paper.

# COFFEE WEBPAGE ON WEBSITE

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

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.



**AVERAGE CUPPING SCORE**  
86 / 100

**LEARN MORE ABOUT CUPPING SCORES**

**86** SCAA Cupping Score

**15 x 70 kg** Bags purchased

**4 years** Length of producer relationship

**100% (in 2022)** Transparent coffees purchased

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

"The lot from 8 farms in Belen Gualcho is back! We are always happy to see this coffee come around each summer. It started out as a Classic Profile in our lineup four years ago, but within the last couple of years showed more flavors that are suitable for the Balanced Profile. This year is the best yet with a sparkling, complex acidity that is rounded out by sweetness and a juicy mouthfeel!"



**IT ALL STARTS AT THE COFFEE FARM**

Gualcho is a collection from 8 family farms, including Don Nicolas Campos, Elmer Murillo, a Jesus Humberto Mata, Enemecio Valeriano.

Gualcho is named after the village of Belen Gualcho where the farmers live - it's in the eastern Ocotopeque, surrounded by the foothills of Cerro Las Minas, the highest mountain in the area. The area is ideal for coffee growing, with high humidity in the mornings and dry, hot afternoons.

We sourced this coffee from Finca Terrento, who have an importing business for their own farm, and supply coffees from neighboring farmers, like Don Jesus Mata (pictured right). Finca Terrento's Farm Manager, Marcial Rivera, works closely with these farmers.

Finca Terrento's approach to partnership changes based on the needs of the farmer, their family, and the community. As Harry from Finca Terrento says, "This could mean a heavy investment with their maintenance program if their farm has signs of disease. This could mean assistance if they or a member of their family falls ill. This could mean access to our Quality Control team, and personnel if their farm shows potential of producing extraordinary coffee given the right TLC. This could mean the use of our processing center and mill if their volume or needs go beyond what their own infrastructure could handle."

We give farmers access to lower costs of inputs such as fertilizer and compost that they buy in bulk, saving them money. In short, Finca Terrento goes far beyond just getting their coffee to market.

Want to learn more? Check out [this interview](#) with Finca T's founder Adelfo Lopez and his son-in-law, Jesus Mata. You can check them out on social media [@fincaterrento!](#)



[READ MORE ABOUT THE SFFICTION PROCESS](#)

**HOW DID WE ROAST THIS COFFEE?**

This coffee is being roasted by Ian T. from June 19th to July 14th 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.

TRACEABILITY				PRICE TRANSPARENCY
<b>COUNTRY</b> Honduras	<b>REGION</b> Ocotopeque	<b>IMPORTER</b> Finca Terrento	<b>VARIETAL</b> Tica, Catara	<b>\$4.00</b> Price paid by Driftaway
<b>PRODUCER</b> 8 smallholder farmers	<b>MILL / WASHING STATION</b> On the farms	<b>PROCESSING</b> Washed	<b>ALTITUDE</b> 1700 meters	<b>Not available</b> Free on Board price
<b>DID YOU KNOW</b>				<b>Not available</b> Farm Gate price
Honduras is the largest producer of coffee in Central America, and the third largest producer in Latin America behind Brazil and Colombia.				<b>\$2.02</b> Fair Trade price per pound
				<b>\$1.82</b> Coffee C-Market price per pound
				<b>\$0.05</b> Driftaway's World Coffee Research contribution per pound

**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 5.

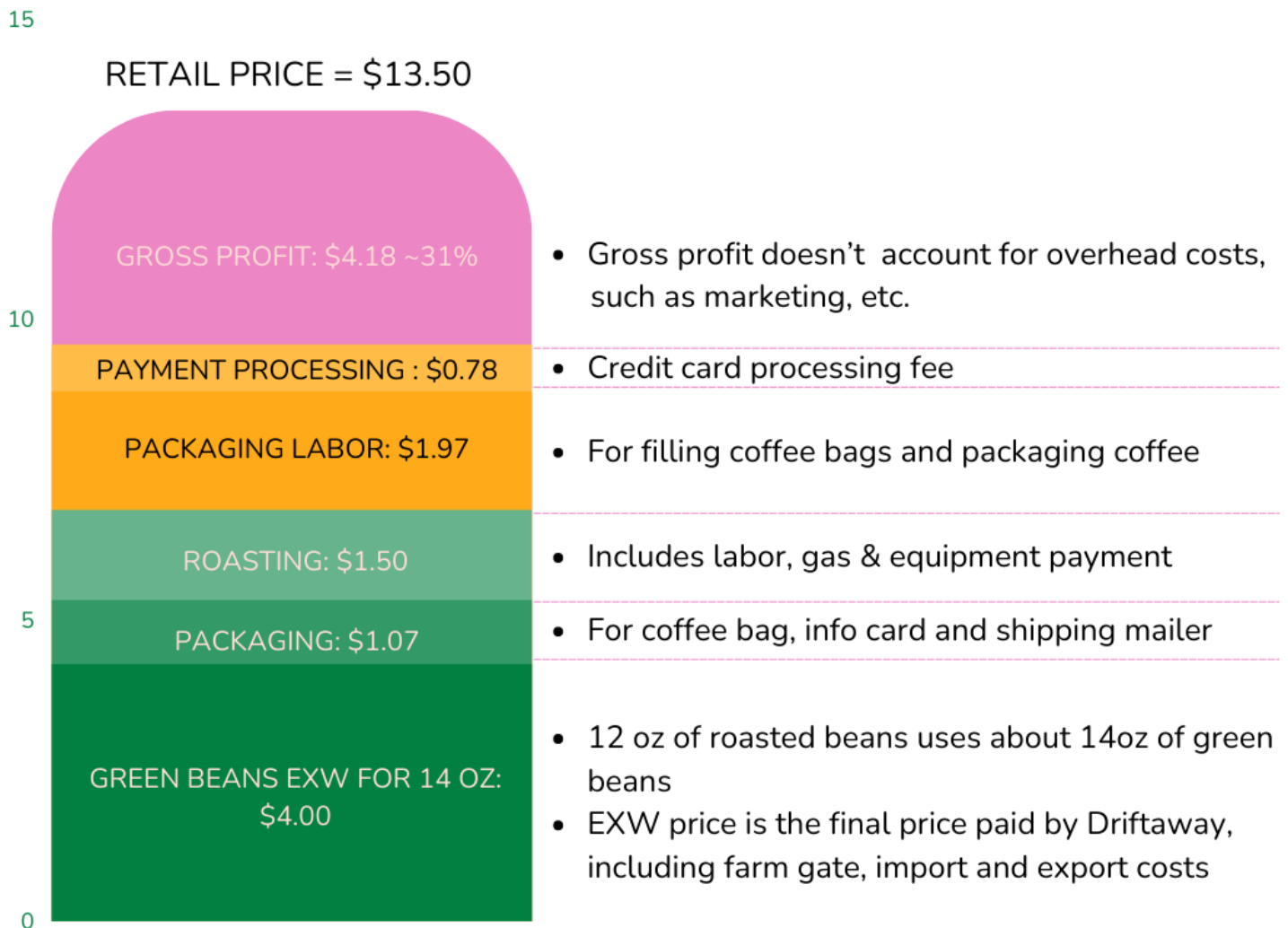
- 5.0 - exceptional roast - exceeds expectations
- 2.5 - on par with profile - matches expectations
- 2.0 - good roast, but 1 or 2 elements could be improved - needs improvement
- 1.5 or lower - failed - do not ship

**PRODUCTION AND SHIPPING**

Less than 24 hours after roasting, we bag your coffee in our production facility in Greenpoint, Brooklyn. Our production team is led by Anthony and Tonia, and supported by a rotating cast of local artists, musicians and independent professionals.



## 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.