



FARMER FEEDBACK REPORT

FOR: KRB | Kenya Kirinyaga Rungeto & Baragwi

BY: DRIFTAWAY COFFEE

Roasted between: November 6th, 2023 and December 1st, 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 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

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.

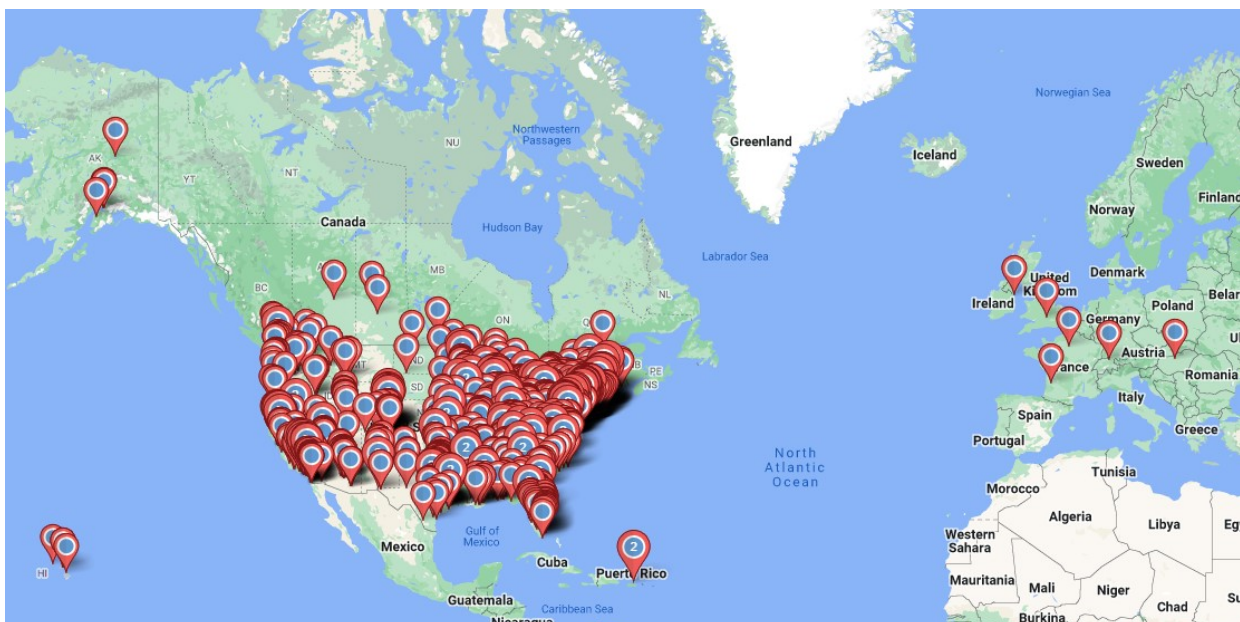
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



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.

- 1611 customers received this coffee in the mail
- 53 states and territories shipped to within the United States
- Canada, United Kingdom, France, Australia, Switzerland, Hungary, Republic of Korea, Ireland shipped to outside of the US
- 969 cities and towns shipped to
- 57562+ 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: 75
- 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 is excellent and might be my favorite Profile 1. I loved the lime's sourness, especially early in the sip, and how it runs along my cheeks. I drank this coffee before work while watching the sunrise and it invigorated my day. John L. CA, US

Keep doing what you are doing! A *very* good cup of coffee! Chandos M B. VA, US

This is a wonderful coffee. Lots of character and tastes amazing. I enjoyed this bag immensely and was sad when I ran out. Matthew M. NC, US

I loved the bright, fruit-forward cup without being exhaustingly tart. A sweet aftertaste. Jay B. PA, US

This coffee was exceptional. I am still enjoying it. Daniel T. L. NC, US

This is my favorite cup of coffee this year! Joshua H. NY, US

The best, keep up the good work. Can't wait for another order! Jerome F. 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?

Roast Level: Light
Coffee Profile Name: Fruity
SCA Cupping Score: 88

We couldn't choose just one! When tasting Kenyan samples this year to choose one for the menu, both of these microlots from Kirinyaga were among the best. Since both cooperatives had a smaller amount of coffee available, we decided to purchase both to have enough for a Fruity profile, and blend them together.

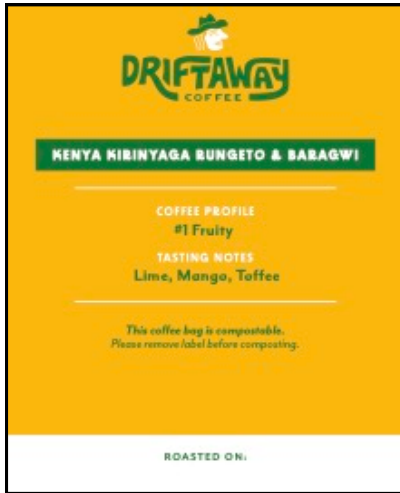
Quality Control Tasting Notes

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.

medium body
buttery
caramel
lime
plum
lemon
ripe red berry
red berry
apricot
mango

WHAT DRIFTAWAY CUSTOMERS RECEIVED

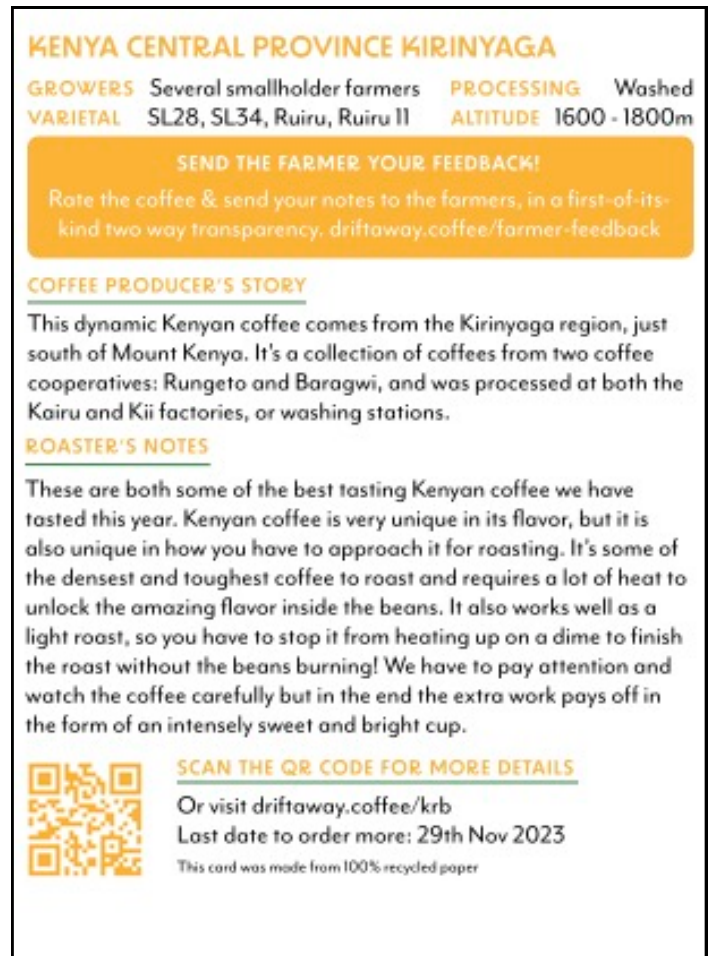
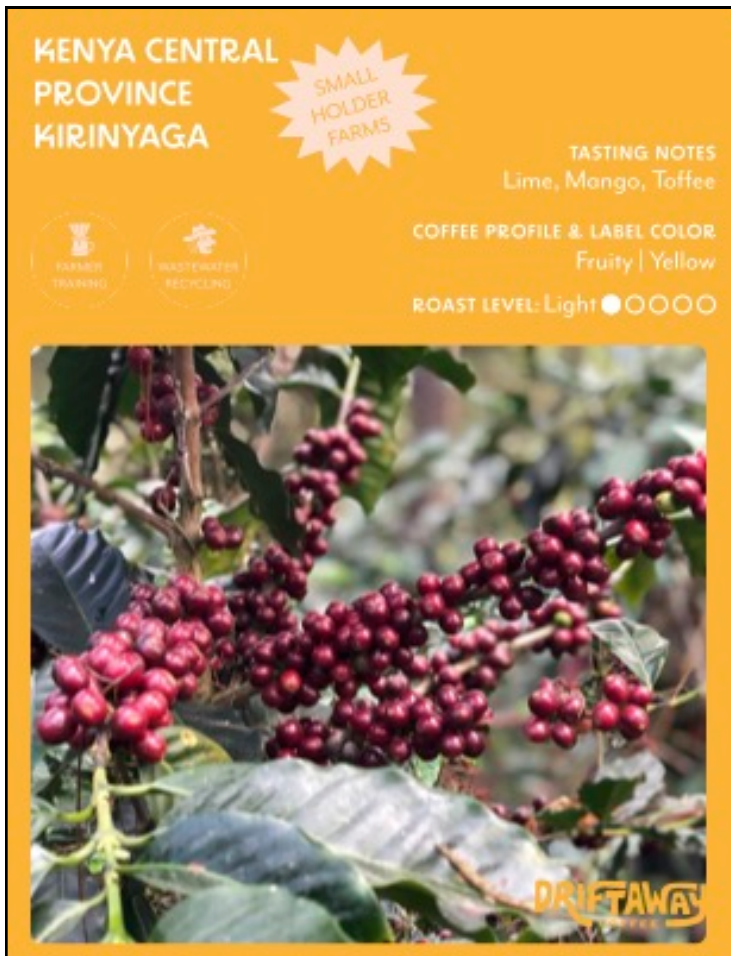
This is your coffee's bag label:



This is the box that your coffee goes into:



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 WEBPAGE ON WEBSITE

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

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.

SHOP GIFTS COFFEE TASTINGS
LEARN SUSTAINABILITY LOGIN

KRB | Kenya Kirinyaga Rungeto & Baragwi

Fruity Profile | Light roast
Tasting Notes: Lime, Mango, Toffee

THE STORY BEHIND THIS COFFEE

FARM
November 2021

GREEN SELECTION

March 2022

ROASTING

November 2022

QUALITY CONTROL

February 2023

PRODUCTION & SHIPPING

September 2023

AT YOUR HOME

October 2023

IT ALL STARTS AT THE COFFEE FARM

This dynamic Kenyan coffee comes from the Kirinyaga region, just south of Mount Kenya. It's a collection of coffees from two coffee cooperatives: Rungeto and Baragwi, and was processed at both the Kairu and Ki factories, or washing stations. The coffees arrived at our warehouse separately, and we blend them together at our roastery in Brooklyn - to make the blend, we use 70% of the coffee from the Baragwi co-op, and 30% of the coffee from the Kairu co-op.

BARAGWI COOPERATIVE
The Baragwi Farmer Cooperative Society was registered in 70 years ago in 1955, and is now the largest cooperative in Kenya - both in the volume of coffee they produce, and also the number of members. Baragwi runs 12 factories for processing all of the coffee that they purchase from their 16,892 members across the Kirinyaga region. This lot was processed at a mill called Kairu, and approximately 1,500 smallholder farmers contributed.

Achieving consistency across factories is essential to the co-op, so all of the factory managers rotate around the factories they work every two years. Baragwi also hires agronomists to train their farmers, and provides them with manure for fertilizer and seedlings.

RUNGETO COOPERATIVE
This co-op is much newer than Baragwi, having been formed in 1997. Today it has approximately 850 members.

They process, or turn their coffee fruit into the dried seed that we roast, at their Ki Factory at the foot of Mt. Kenya, and dry the coffee on raised beds under full sun.

Ki Factory is known for processing high quality coffee, and this is the result of their insistence on meticulously sorting the coffee cherries before processing, so that only the ripest cherries are processed.

Ki Factory Manager

TRACEABILITY

COUNTRY	Kenya
REGION	Kirinyaga
IMPORTER	Interamerican
VARIETAL	SL-28, SL-34, Buiru
	II Bariton
PRODUCER	Several smallholder farmers
MILL / WASHING STATION	Kairu and Ki
PROCESSING	Washed
ALTITUDE	1650 - 1900 meters

DID YOU KNOW

The cooperative has taken several measures to improve cup quality and the sustainability of the mill and co-op. These include installing tiles on the washing channels, which would otherwise be concrete; and ensuring that the river water used by the mill is cleaned and re-used.

PRICE TRANSPARENCY

\$5.71, \$5.52
Price paid by Driftaway

\$2.29, \$2.20
Free on Board price

\$2.59, \$2.16
Farm Gate price

\$1.77
Fair Trade price per pound

\$1.47
Coffee C-Market price per pound

\$0.05
Driftaway's World Coffee Research contribution per pound

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AVERAGE CUPPING SCORE

88
/100

LEARN MORE ABOUT CUPPING SCORES

88
CAA Cupping Score

15 x 60 kg
Bags purchased

1 year
Length of producer relationship

100% (in 2023)
Transparent coffees purchased

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

"These are both some of the best tasting Kenyan coffee we have tasted this year. Kenyan coffee is very unique in its flavor, but it is also unique in how you have to approach it for roasting. It's some of the densest and toughest coffee to roast and requires a lot of heat to unlock the amazing flavor inside the beans. It also works well as a light roast, so you have to stop it from heating up on a dime to finish the roast without the beans burning! We have to pay attention and watch the coffee carefully but in the end, the extra work pays off in the form of an intensely sweet and bright cup."

READ MORE ABOUT THE SELECTION PROCESS

HOW DID WE ROAST THIS COFFEE?

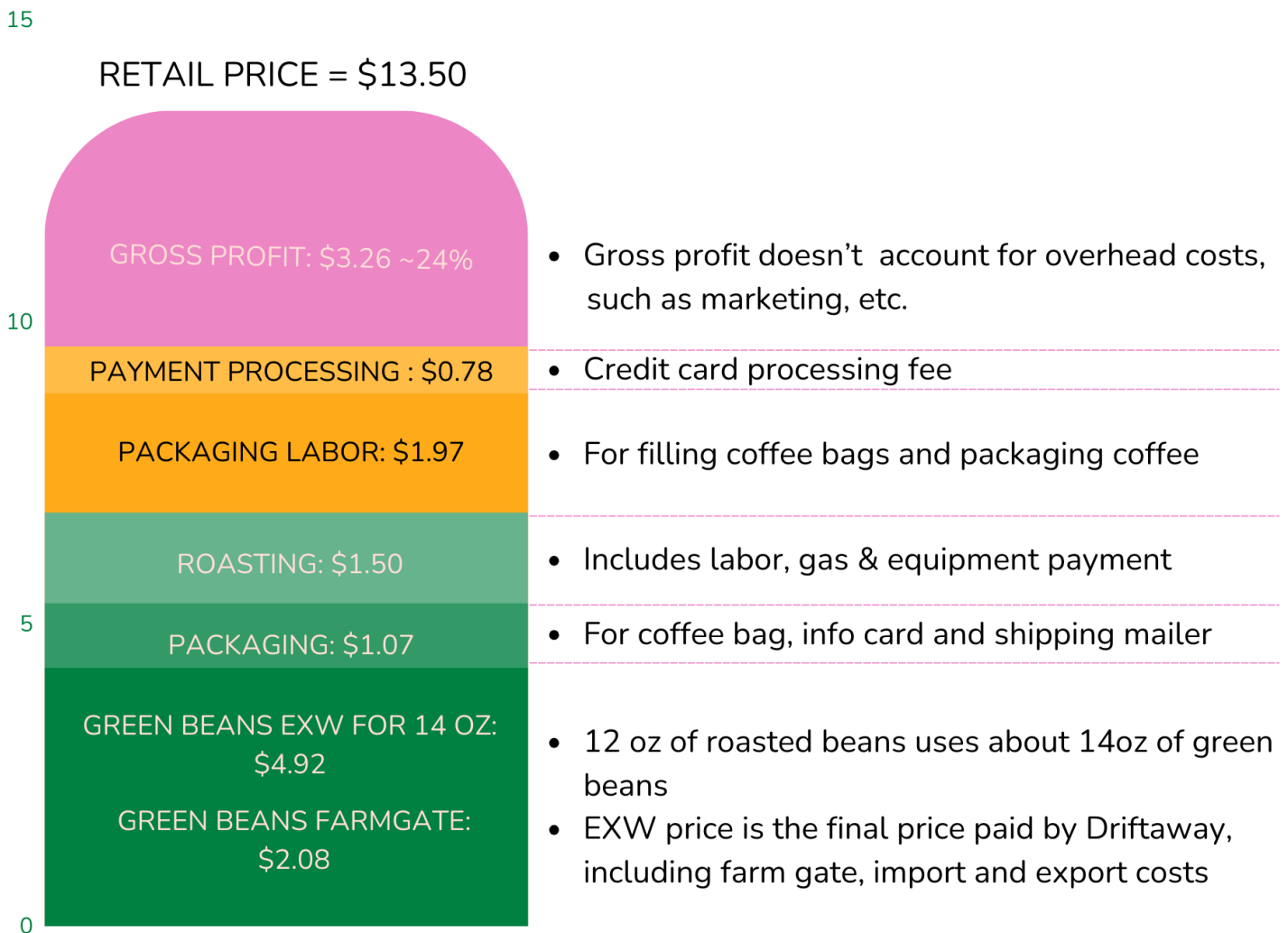
This coffee is being roasted by Ian T. from November 6th to November 1st in Brooklyn. We use the Loring Kastrel roaster for this lot. We have strict guidelines for each of the coffee profiles, and just has to pass the development time ratio test as measured all-time by the roasting software, Cropster. Once it does, it is approved for production.

QUALITY CONTROL

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-control cupper Ian T. All coffees are evaluated on a scoring scale of 0 to 5.

- 5.0 = exceptional roast - exceeds expectations
- 4.5 = on par with profile - matches expectations
- 4.0 = good roast, but 1 or 2 elements could be improved - needs improvement
- 3.5 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.