



**FARMER FEEDBACK REPORT
FOR: Mexico Oaxaca Monte Alban**

BY: DRIFTAWAY COFFEE

Date: 5/22/2023

INTRODUCTION TO DRIFTAWAY COFFEE

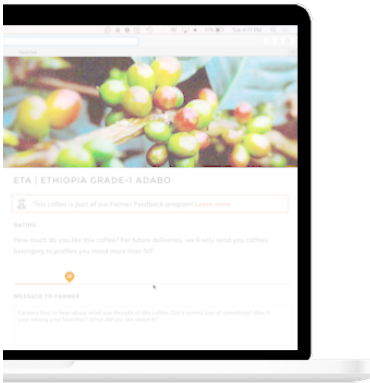
- Driftaway Coffee was founded in 2014 by Anu Menon and Suyog Mody in New York.
- We are a small-batch coffee roaster that offers coffee subscriptions, single bags and virtual tastings.
- We ship every day typically within 24-48 hours of roasting, and our customers are home consumers all over the United States and internationally as well. We sell whole beans, ground and pre-packaged cold brew pouches.
- Driftaway Coffee has a direct to consumer business model and all of our coffees are shipped to our customers to brew at home.



WHERE WE ROAST

We roast & pack in a roasting facility in Brooklyn, New York, on a Loring Kestrel S35 (<http://loring.com/roasters/s35-kestrel/>). Ian Terry roasts the coffee, and is also in charge of green buying.

DRIFTAWAY'S FARMER FEEDBACK PROGRAM



Anu and Suyog (founders of Driftaway Coffee):

We took our first origin trip in March 2017 with Cafe Imports to Costa Rica and Guatemala. The experience was eye-opening & awe-inspiring. We were amazed to see all the things that have to happen at the farm to even get the coffee to us as roasters. One question every farmer & producer asked us was, "What did you think of the coffee"? It made us realize that, while we, the roaster, get to hear from the coffee consumers, the farmers and producers don't.

So, in June 2017, we decided to start the Driftaway Farmer Feedback program. With our online coffee business model, our customers already rate and review every coffee they get. With the Farmer Feedback program, we are sharing their ratings and reviews directly with you. We hope this brings you as much joy and delight as it brings us to hear how customers enjoyed the coffee - and maybe some learnings too!

THE GREEN COFFEE BEANS

We received this coffee through Caravela. The coffee was shipped from Mexico to the Dupuy, TX. We began roasting this coffee on May 21st, 2023.

TRACEABILITY

- Importer - Caravela
- Origin - Mexico
- Region - Oaxaca
- Harvest Date - Jan - Mar 2022
- Farm - Not available
- Producer - Six smallholder producers
- Varietal - Typica, Bourbon
- Altitude - 1200 - 2100
- Processing - Washed
- Mill/Washing Station - Not available

HOW WE SAMPLE ROASTED THIS COFFEE

Green coffee selection begins when we receive a sample in the mail. Samples usually consist of 50 to 250 grams of green coffee and are roasted in 45 gram batches for cupping in an Ikawa pro v3 sample roaster. We cupped the coffee and scored it via the SCA 2015 standard cupping form.



Temperature Points		
	Time	Exhaust Temp
0	00:00	302°F
1	00:14	238°F
2	00:53	279°F
3	01:28	312°F
4	02:49	363°F
5	04:15	392°F
6	05:54	408°F



ROASTING MMA | Mexico Oaxaca Monte Alban

Monte Alban is the 1000-year-old Zapotec ruin visible from the coffee farms that are hidden in the mountains surrounding the site. Coffee growers from this region have been producing coffee for more than three generations in a very traditional and mostly organic way.

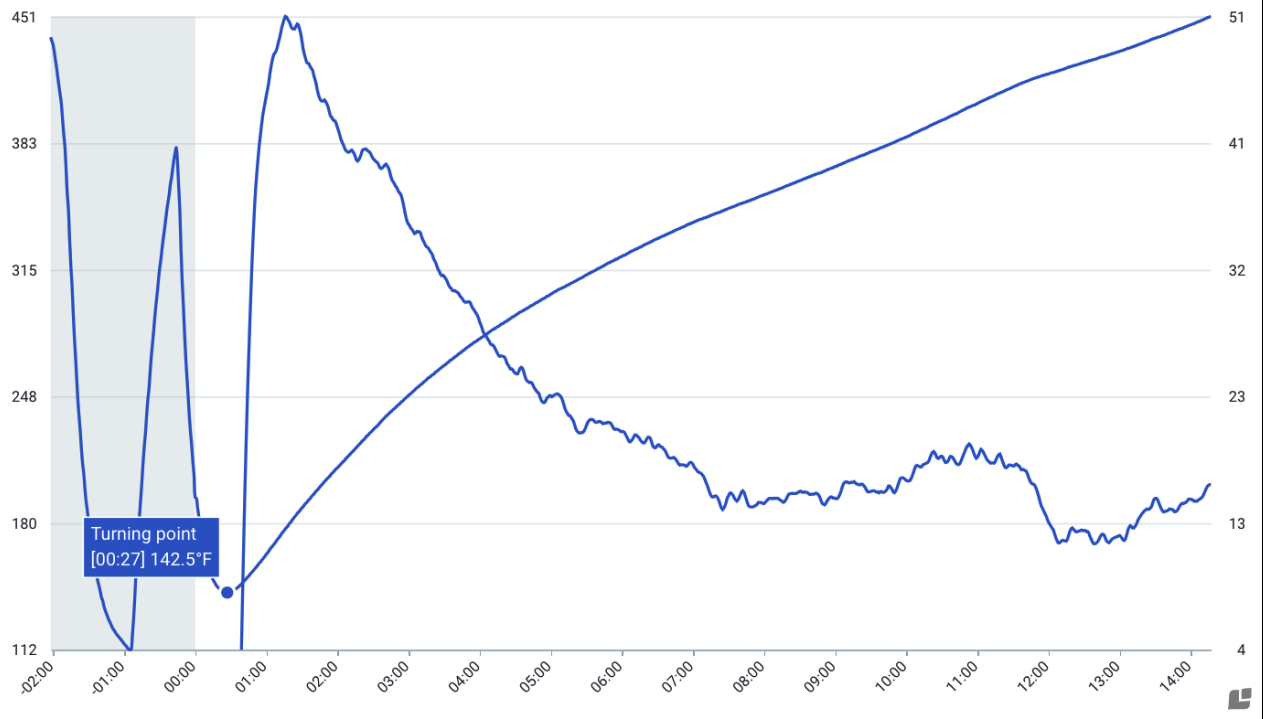
Our importer partner Caravela has been working with these very small communities to help them certify their farms and add value to their product. The organic farmers who contribute to Monte Alban primarily rely on coffee cultivation as their main source of income. In addition to growing coffee, many farmers migrate to the coast in the off-season months where they grow corn or raise cattle.

Roasting Information

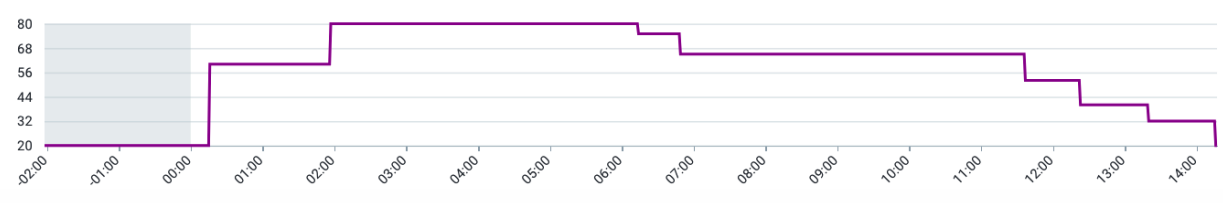
• Driftaway Roast Profile -	Classic
• When we started roasting it -	May 21st, 2023
• When we finished roasting it -	June 14th, 2023
• Total quantity roasted -	2893.5
• Total number of roasts -	49
• Roasting machine -	Loring S35
• Roasting location -	Brooklyn, NY
• Roaster name -	Ian Terry

Fresh crop from Oaxaca, Mexico is here to kick off the summer season of coffee arrivals. This is one of the first coffees from Central America that we will be roasting this year, and it's a really great example of how clean and sweet a coffee from Oaxaca can be!

The Classic profile is a medium roast and is roasted for a longer time than the other profiles. This is done to balance the flavors of the coffee toward a more muted and sweet character as well as to maximize extraction so that the coffee is heavier in body. Most Classic profile coffees are lower elevation and less dense which requires less heat in the beginning of the roast.



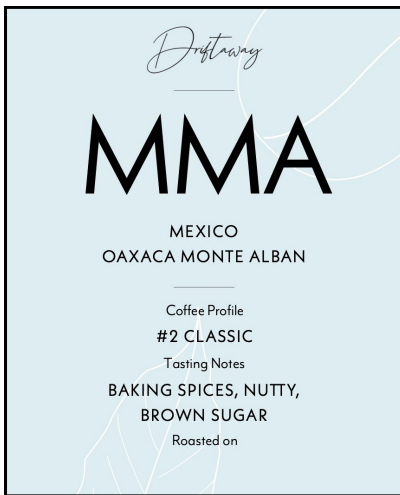
Gas



Modulation chart

WHAT DRIFTAWAY CUSTOMERS RECEIVED

We name all our coffees with three-letter acronyms. For example, we called this coffee MMA | Mexico Oaxaca Monte Alban. The three-lettered acronyms originated from our vintage baggage tag inspired coffee labels, which are designed to celebrate the long journey coffee takes before it gets to the consumer. The coffees come in different sizes - 8 oz, 12 oz, 1 lb and 2 lbs, and the Explorer box has 2 oz or 4 oz of each coffee.



We ship the coffees in a light-weight recyclable envelope that fits in the mailbox. People always tell us that is the best-smelling mail they receive!

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.

We also create a unique web page for each coffee - here's the URL for MMA.

<https://driftaway.coffee/MMA/>



DRIFTAWAY COFFEE

MMA | MEXICO OAXACA
MONTE ALBAN


TASTING NOTES: Baking Spices, Nutty & Brown Sugar

COFFEE PROFILE: Classic LABEL COLOR: Blue

[FRONT OF POSTCARD]

COFFEE PRODUCER'S STORY

Monte Alban is the 1000-year-old Zapotec ruin visible from the coffee farms that are hidden in the mountains surrounding the site. Growers from this region have been producing coffee for more than three generations in a very traditional and mostly organic way. For them, farming is a heritage rooted in generational knowledge and shaped by their unique culture and identity as farmers.

 This is a Farmer Feedback coffee! Rate the coffee & send your notes to the farmers at driftaway.coffee/coffee-history


ROASTER'S NOTES

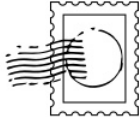
Fresh crop from Oaxaca, Mexico is here to kick off the summer season of coffee arrivals. This is one of the first coffees from Central America that we will be roasting this year, and it's a really great example of how clean and sweet a coffee from Oaxaca can be!

DID YOU KNOW?

100% of these farmers are certified organic. This certification is financed by Caravela and is free of charge for all associated farmers, allowing farmers to enter the specialty coffee market and obtain better prices.

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/mma. Last date to order: 14th June 2023.



FROM

COUNTRY & REGION
Mexico, Oaxaca


FARMERS & IMPORTER
245 smallscale farmers
Caravela

PROCESSING TYPE
Washed

ALTITUDE
1200 - 2100 meters

VARIETAL
Typica, Bourbon

ROAST LEVEL
Medium

 This postcard was made from 100% recycled paper.

[BACK OF POSTCARD]



MMA | Mexico Oaxaca Monte Alban

Classic Profile | Medium roast
Tasting Notes: Baking Spices, Nutty, Brown Sugar

THE STORY BEHIND THIS COFFEE



IT ALL STARTS AT THE COFFEE FARM

Monte Alban is the 1000-year-old Zapotec ruin visible from the coffee farms that are hidden in the mountains surrounding the site. Coffee growers from this region have been producing coffee for more than three generations in a very traditional and mostly organic way.

Our importer partner Caravela has been working with these very small communities to help them certify their farms and add value to their product. The organic farmers who contribute to Monte Alban primarily rely on coffee cultivation as their main source of income. In addition to growing coffee, many farmers migrate to the coast in the off-season months where they grow corn or raise cattle.

With this group, Caravela started in 2018 with 55 independent organic farmers, initially in the Sierra Sur de Oaxaca. Over time, and as they launched and strengthened their Growers Education Program, or PECA in Spanish, across the state, they expanded their reach to more remote communities such as Los Naranjos, Tierra Blanca, Malvarisco, San Pedro Pochutla, and Santa Maria Ozolotepec. In 2019, the program had exponential growth and reached 245 partner farmers, including coffee communities such as Lagunilla, Loma Canela, Ozolotepec, San Antonio Xanagaa, San Antonio Ozolotepec, San Marcial Ozolotepec and San Antonio Guivini, amongst others.

Today, 100% of the farmers are certified organic and rely on traditional farming methods and processing, do not use chemicals, and produce their own organic compost. For them, farming is a heritage rooted in generational knowledge and shaped by their unique culture and identity as farmers. This certification is financed by Caravela and is free of charge for all associated farmers, allowing farmers to enter the specialty coffee market and obtain better prices.



TRACEABILITY			
COUNTRY	REGION	PROCESSING	IMPORTER
Mexico	Oaxaca	Washed	Caravela
PRODUCER	VARIETAL	ALTITUDE	
Several smallholder producers	Tierras Bourbon	1200 - 2100 meters	

DID YOU KNOW
Because Oaxaca is a state with a diverse culture and traditions, farmers in this group speak Mixtec, Zapotec, Mazatec, and Spanish languages.

PRICE TRANSPARENCY
\$3.55
Price paid by Driftway

Not applicable
Free on Board price

\$2.90
Farm Gate price

\$2.04
Fair Trade price per pound

\$1.84
Coffee C-Market price per pound

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



This coffee travelled 2,763 miles to the Driftway Coffee roastery in Queens.

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



This coffee from Oaxaca makes for a delicious and complex medium roast. It develops brown sugar sweetness and nutty base notes while maintaining the complexity in the form of baking spices. It's truly an exceptional coffee from an exceptional Mexican coffee growing region.

AVERAGE CUPPING SCORE

85.25 /100

LEARN MORE ABOUT CUPPING SCORES



85.25 SCAA Cupping Score

15 x 70 kg Bags purchased

1 year Length of producer relationship

100% (in 2022) Transparent coffees purchased

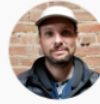


A note from Ian T.
Lead Roaster & Green Coffee Buyer

"Fresh crop from Oaxaca, Mexico is here to kick off the summer season of coffee arrivals. This is one of the first coffees from Central America that we will be roasting this year, and it's a really great example of how clean and sweet a coffee from Oaxaca can be!"

READ MORE ABOUT THE SELECTION PROCESS

HOW DID WE ROAST THIS COFFEE?



This coffee is being roasted by Ian T. from May 21st to June 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.



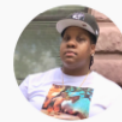
QUALITY CONTROL

We perform Quality Control via a process of coffee tasting called cupping on all of our production roasts once a week from home as per our Covid-19 shelter in place guidelines. Each cupping is conducted by our roasting staff Kieran D. 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.

- 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

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 Torie, and supported by a rotating cast of local artists, musicians and independent professionals.

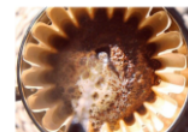


AT YOUR HOME

Brew this coffee with your favorite home brewer and enjoy the taste of incredible coffee! Here are a few tips on how to make the best coffee on each brewer.



Auto-rip



Pour over



Iced coffee



French press



Espresso



Anytime

View other posts about how to make better coffee at home on our blog [Coffeecademy](#).

COST BREAKDOWN

For a typical 12 oz package of roasted coffee:

- 14 oz of Green Beans:
 - Farmgate price for Green equivalent: \$2.54
 - EXW price (includes export + import): \$3.11
- Roasting (Labor + Gas + Roaster Payment): \$1.50
- Packaging Labor: \$1.97
- Shipping: \$5.50
- Credit Card Processing fee: \$0.78
- Total Costs: \$12.86
- Price Paid by customer: \$19.00

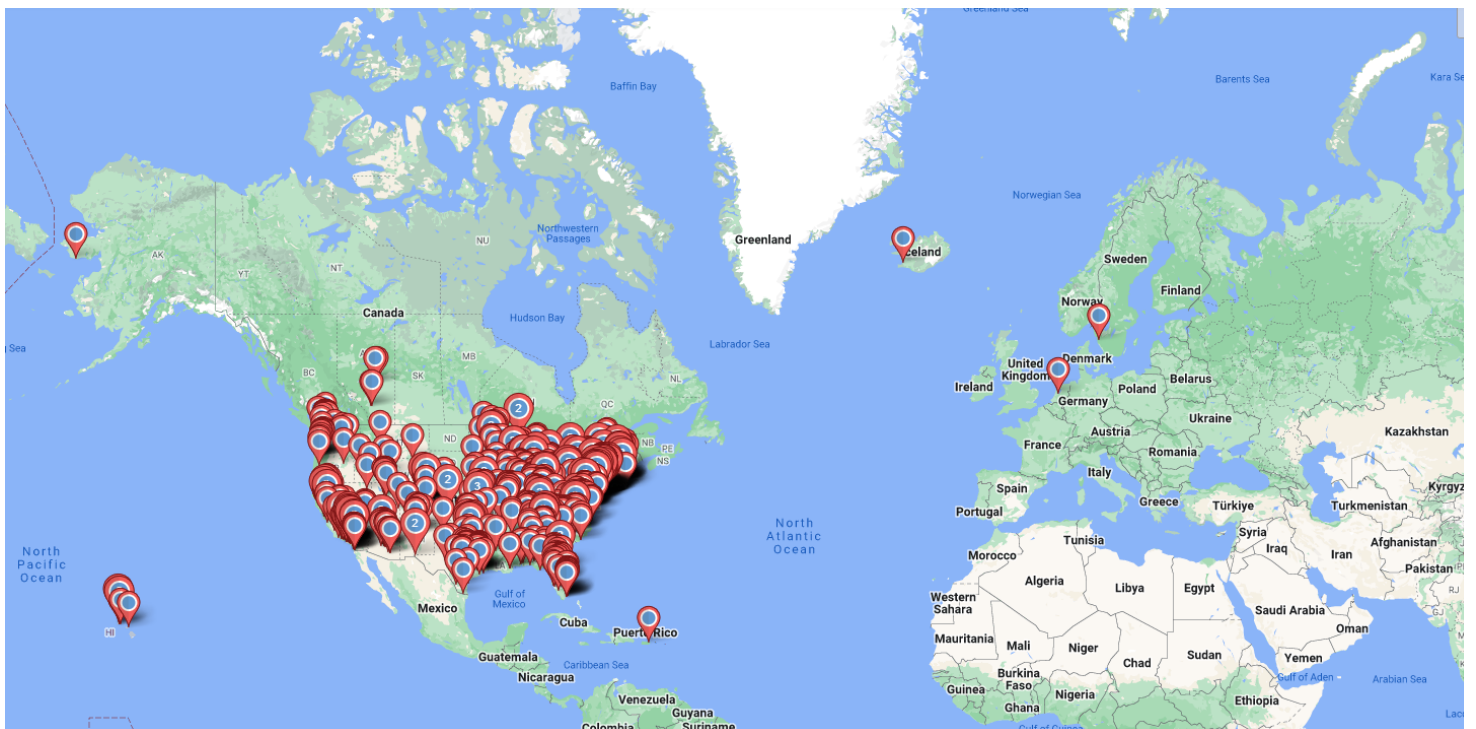
ABOUT THIS INFORMATION

- Green beans cost \$3.55 per pound (EXW price paid by Driftaway, includes export and import costs)
- 12oz roasted coffee uses 13 to 14 oz (0.8 lbs) of green coffee
- Packaging materials include coffee pouch, envelope, postcards etc
- 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.

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.

- 1226 customers received this coffee in the mail
- All 50 states shipped to within the United States
- 734 cities and towns shipped to
- 92592+ cups of coffee were brewed
- 3.5 days average days from roasting for first brew



CUSTOMER REVIEWS

Using the Driftaway website, our customers submitted ratings and reviews for the MMA | Mexico Oaxaca Monte Alban coffee. On the form, customers are instructed to rate the coffee out of 100 pts, 60 points being average. Note that these are not cupping scores or an indication of quality, they are an indication of how much each customer liked a cup of the coffee they brewed.

RATINGS

- Customer Ratings received: 51
- Mean rating: 80
- Average acidity rating: 46.25 (0 - low, 100 - high)
- Average body rating: 53.57 (0 - low, 100 - high)

REVIEWS

We asked our customers to share feedback with the farmer and the following responses were recorded:

“Great balanced coffee. Low acidity and bitterness”

“Love this coffee! Thank you!”

“Delicious and rich flavor. Thank you very much.”

“DELICIOUS!”

Customer Tasting Notes

The following flavors were recorded on the tasting forms sent to our customers - the larger and darker the font, the more responses with that flavor were recorded.




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.




HOW CUSTOMERS REVIEW

All customers that received the coffee have access to a review screen under My Account where they can rate and review every coffee. Here's an example:




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.

HOW A DRIFTAWAY SUBSCRIPTION WORKS

Every subscription begins with a Coffee Explorer Box containing five profiles:

- Fruity: Light roasted African coffees, typically with delicate, fruity or floral tones.
 - Classic: Medium roasted coffees, usually from South America, with chocolaty & nutty notes.
 - Balanced: Light-medium roasted coffees, usually from Central America, that balance chocolate & fruity notes.
 - Bold: Medium-Dark roasted coffees from around the world, with bold, rich flavors.
 - Extra Bold: Dark roasted coffees from around the world, typically a blend with a more rounded flavor.
-
- Customers rate the profiles in their Explorer box, and their future deliveries are new coffees from their favorite profiles.
 - Driftaway educators teach them how to taste/cup them side by side, giving them a choice of joining us, watching a recording, or following along with a guide.
 - Every coffee comes with a virtual tasting class over Zoom held every week on a Saturday.
 - We change the coffees each 4 weeks, so it's a great way to try new coffees out - while knowing that it's always a coffee that our customers will love!

ABOUT THE DRIFTAWAY TEAM



Driftaway Coffee was started by Anu & Suyog, to fulfill their desire to create, do work they were passionate about, as well as their need for and interest in great coffee.

Read more about our story at <https://driftaway.coffee/ourstory>

The team has since grown to 19 amazing people all over the world:
<https://driftaway.coffee/ourteam>

CONTACT INFORMATION

OUR ADDRESS

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