



FARMER FEEDBACK REPORT

FOR: Nicaragua Finca La Bendicion

BY: DRIFTAWAY COFFEE

Roasted between: September 10th, 2023 and October 4th, 2023

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 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.

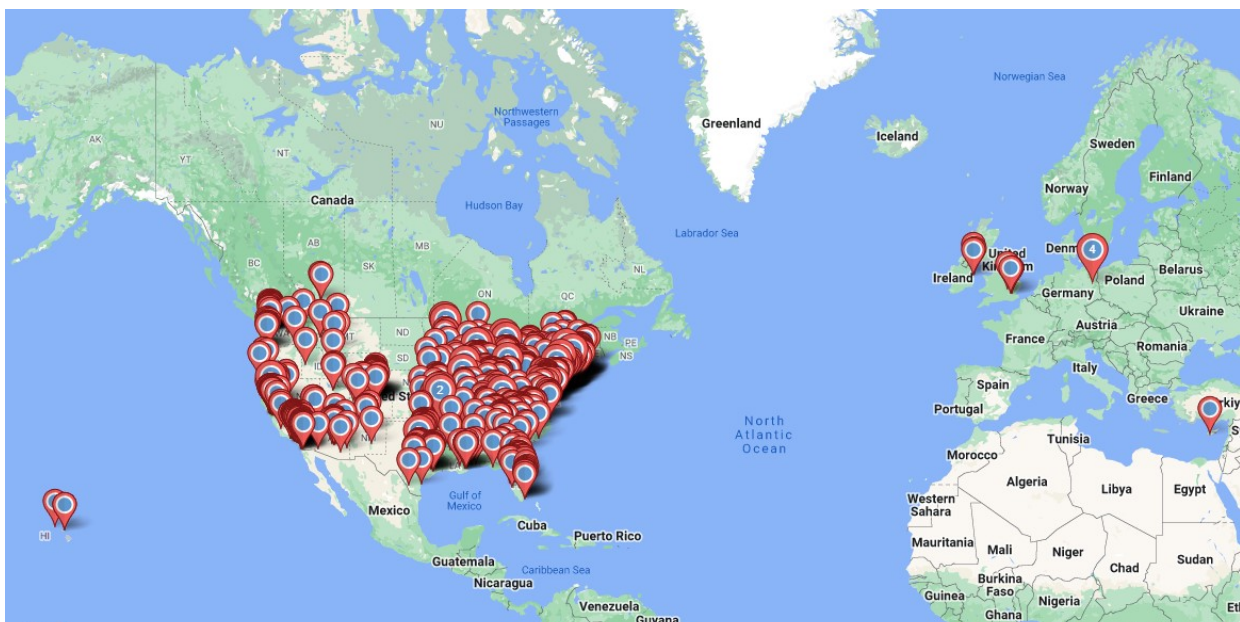
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



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.

- 1542 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, Iceland shipped to outside of the US
- 833 cities and towns shipped to
- 76768+ 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.

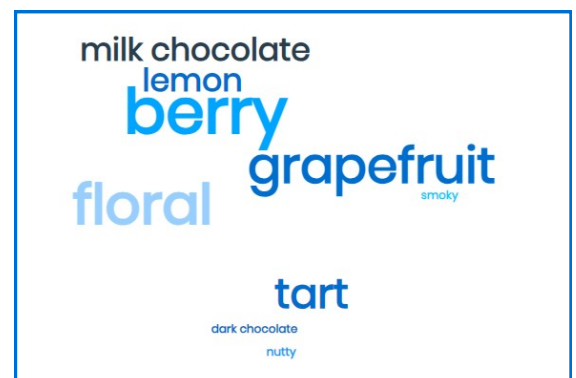
The rating for coffees is out of 100 pts, 60 points being average.

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: 63
- 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

“A really great coffee. Very aromatic and flavorful one of the best we have had recently.” Chris P. IL, US

“Delicious!” Jen S. CA, US

“Amazing coffee! So much flavor!” Kenneth S. MS, US

“This is an excellent coffee. Very light and clean. Pleasant and easy to drink. It has that nice crispness and a slight sweetness. This is definitely a coffee that shows care in the caretaking.” Aric B., PA, US

“This is the best coffee I've ever had. The balance of sweet and acidity is perfect with great clarity of flavor. My first mouthful was like strawberry juice. I ordered 2 more bags i loved it so much & will be going in the freezer so i can savor them.” Rob Y., WA, US

“Don't change anything! This is a beautiful coffee.” Chandos M B., VA, US

“One if the best coffees I've ever had! Tastes like chocolate covered strawberries in a cup.” Jordan C., CA, US

“I absolutely love this coffee! One of my all time favorites since I've been a Driftaway customer. Hope you keep producing this coffee!” Tom T. CA, US

“One of the best coffees I've had!” Tracey R., FL, 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 Profile

SCA Cupping Score: 87.25

There are many reasons to choose this coffee, and there's so much that went into this coffee on the producer side that yielded this fruity and sweet coffee, from healthy trees to unique varieties. In particular, Luis Alberto's processing techniques and experiments truly are some of the best in the industry - and this keeps us coming back excited to roast this coffee year after year.

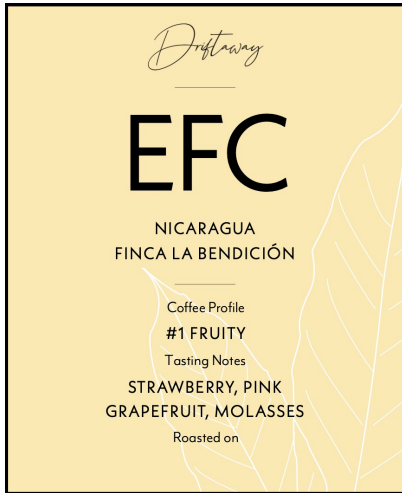
Quality Control Tasting Notes

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.

strawberry
milk chocolate finish
lemon
raspberry
blood orange
black cherry
brown sugar
caramel
sweet pineapple
golden raisin

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.

NICARAGUA FINCA LA BENDICIÓN

SINGLE FARMER LOT

TASTING NOTES
Strawberry, Pink Grapefruit & Molasses

COFFEE PROFILE & LABEL COLOR
Fruity | Yellow

ROAST LEVEL: Light ●○○○○

AWARD-WINNING **FOURTH YEAR REPEAT**

DRIFTAWAY COFFEE

NICARAGUA FINCA LA BENDICIÓN

GROWERS Luis Alberto Balladarez	PROCESSING Natural
VARIETAL Pacamara	ALTITUDE 1301m

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

Fourth generation coffee producer and agronomist engineer, Luis Alberto Balladarez's processing techniques and experiments are some of the best in the industry, and he's won multiple national awards in recognition of this, distributing each year's winnings among the worker of his farms. Finca La Bendición has a rich, biodiverse environment of fauna and flora, with an abundance of broad-leaved trees and conifer species. All of this together yields optimal coffee growing conditions.

ROASTER'S NOTES

This is one of the most exciting coffees for the Fruity profile this year. It is a single varietal and a very carefully produced natural process. We are roasting this coffee light, and you can expect aromas and flavors that are intensely floral and fruity.

SCAN THE QR CODE FOR MORE DETAILS

Or visit driftaway.coffee/efc

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/EFC/>

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.

EFC | Nicaragua Finca La Bendición
Fruity Profile | Light roast
Tasting Notes: Strawberry, Pink Grapefruit, Molasses

THE STORY BEHIND THIS COFFEE

- FARM Harvested: October 2022
- GREEN SELECTION: July 2023
- ROASTING: September 10, October 4
- QUALITY CONTROL: 1 to 4 days after roasting
- PRODUCTO N.B. SHIPPING: Within 24 hours from roasting
- AT YOUR HOME: 1-4 days from shipping

IT ALL STARTS AT THE COFFEE FARM

Fourth generation coffee producer and agronomist engineer, Luis Alberto Balladares's processing techniques and experiments are some of the best in the industry, and he's won multiple national awards in recognition of this. He's clearly no stranger to producing exceptional coffee, and has distributed each year's winners among the workers of his farms, Finca La Regalo de Dios, and the farm where this coffee was grown, La Bendición.

Finca La Bendición is located in the Dipilto-Jalapa mountain range in the northeast of the department of Nueva Segovia. In total, the farm is 252 acres, with around 105 acres planted in coffee. Of those 105 acres in coffee, Luis grows the Canas, Red Canas, Hibrido, Villa Santa, Pacomara, Maracotuna, H.S. Marañón, SL 34 and Java coffee varieties. The farm has a rich, biodiverse environment of fauna and flora, with an abundance of broad leaved trees and canifer species. All of this together yields optimal coffee growing conditions.

Luis Alberto processes his coffees at his own mill, Beneficio Los Segovias. He maintains a closed environment for drying coffee, utilizing nets for shade and maintaining quite a low temperature. Luis Alberto and his staff have one main strategy, keeping the conditions of the coffee (both the external environment and inside each bean) as stable as possible during its processing and for this natural processed coffee, he continuously monitored humidity and temperature both around the drying beds and inside the fruit. In doing so, he was able to develop berry and citric acidity, but with a tropical fruit fragrance and heavier body due to the higher sugar content.

Throughout our importer partner Coffee Quest's collaboration with Luis Alberto, he has always shared that the issue of climate change is an important matter to him. Working in the agricultural sector he can see the effect of climate change on the maturation and fermentation of his plants. That is why he uses organic fertilizers and filters.

TRACEABILITY

COUNTRY	REGION	IMPORTER	VARIETAL
Nicaragua	Dipilto	The Coffee Quest	Pacamara

PRICE TRANSPARENCY

- \$6.20 Price paid by Driftaway
- \$5.00 Free on Board price
- \$4.70 Farm Gate price
- \$2.05 Fair Trade price per pound
- \$1.85 Coffee C-Market price per pound
- \$0.05 Driftaway's World Coffee Research contribution per pound

DID YOU KNOW

In addition to his award-winning coffees from his own farms, he helps connect farmers to importers and roasters by purchasing their crop locally and offering it to his clients. The fact that he owns and manages his own successful farms make him unique among other mill owners, and is one of the reasons so many other farmers like these trust him to process their coffees.

This coffee travelled 5,652 miles to the Driftaway Coffee roastery in Queens.

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

[SEND FARMER FEEDBACK](#)

WHY DID WE SELECT THIS COFFEE?

There are many reasons to choose this coffee, and there's so much that went into this coffee on the producer side that yielded this fruity and sweet coffee, from healthy trees to unique varieties. In particular, Luis Alberto's processing techniques and experiments truly are some of the best in the industry - and this keeps us coming back excited to roast this coffee year after year.

Wondering what processing is? [Check out our coffee processing explanation!](#)

This is a natural processed coffee: in this process, the coffee fruit is dried intact with the seeds still inside, like a raisin. Once fully dried, the fruit is cracked open and the seeds are removed. Natural processed coffee beans have the most contact with fruit sugars so therefore retain the most fruit like flavors, and because of the extra fermentation of sugars found in the fruit pulp, natural coffees tend to be sweeter than their washed and honey counterparts.

AVERAGE CUPPING SCORE

87.25 /100

[LEARN MORE ABOUT CUPPING SCORES](#)

87.25 SCAA Cupping Score | 15 x 69 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

"This is one of the most exciting coffees for the Fruity profile this year. It is a single Varietal and a very carefully produced Natural Process. We are roasting this coffee light and you can expect intense floral and fruity flavors and aromas."

[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.

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.