



FARMER FEEDBACK REPORT

FOR: NRM | Nicaragua Finca San Ramón

BY: DRIFTAWAY COFFEE

Roasted between: August 13th, 2023 and September 6th, 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.

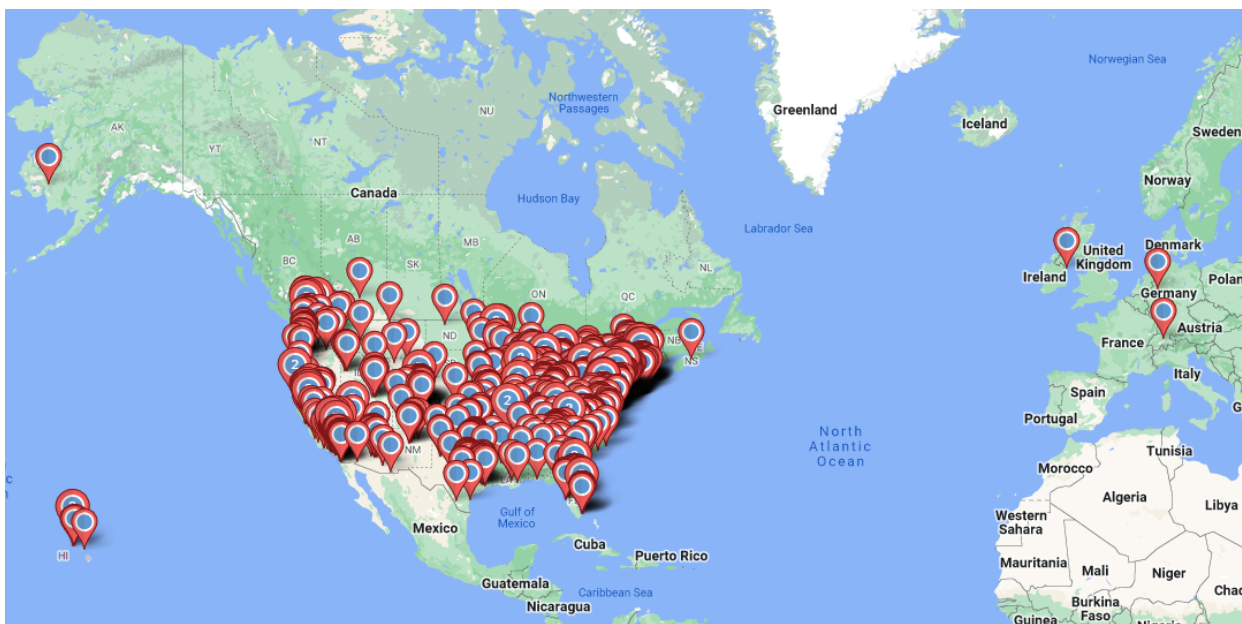
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



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.

- 1286 customers received this coffee in the mail
- 50 states shipped to within the United States
- Canada, Germany, Switzerland, Ireland shipped to outside of the US
- 732 cities and towns shipped to
- 73574+ 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: 55
- 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

Spouse says this is the best coffee we've received from Driftaway so far (1year+ of coffee) alyssa K., MN US

Thank you! Hugh S., NY US

Very pleasant excellent taste. William B. MA US

Excellent please keep up the great work.
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-Medium roast
Coffee Profile Name: Balanced profile
SCA Cupping Score: 85.75

This is actually our fourth year roasting coffee from Sr. Roque! His coffee has always done well in the Balanced Profile - it has a nice balance of mild acidity, spices and nuttiness that makes an approachable and balanced cup of coffee. The roast profile that works best for this coffee seems to be more like a Classic profile roast but with a lighter end temperature. It requires a gentle heat application, unlike many Balanced Profile coffees that can take a lot of heat.

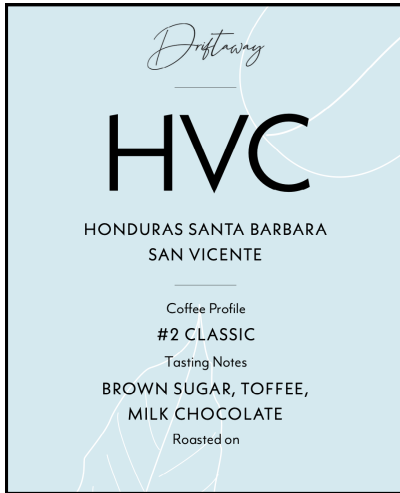
Quality Control Tasting Notes

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.

orange
light body
lime
caramel
malt
brown sugar
bright finish
green apple
complex acidity
coating finish

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.



Finca San Ramón sits within the Dipilto mountain range, a nature reserve close to the Honduran border. Owner Donald Efrain Roque has worked with coffee all his life as a third generation coffee producer - both his grandfather and father were dedicated to coffee. In the years since buying the land, the farm has grown larger as he acquired more adjoining plots, and is still at its core a family business. According to Donald Efrain, "my family is involved in the business 100% in all aspects".



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

ROASTER'S NOTES

This single producer lot from Nicaragua has always done well in the Balanced Profile, and this is our fourth year roasting it. It has a nice balance of mild acidity, spices and nuttiness that makes an approachable and balanced cup of coffee. The roast profile that works best for this coffee seems to be more like a Classic profile roast but with a lower final temperature. It requires a gentle heat application, unlike many Balanced Profile coffees that can take a lot of heat.

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



FROM

COUNTRY, REGION & MUNICIPALITY
Nicaragua, Nueva Segovia,
& Dipilto

PRODUCERS & IMPORTER
Donald Efrain Roque
Caravela

PROCESSING TYPE
Washed

ALTITUDE
1270 meters

VARIETALS
Pacamara, Catuai, Maragogype

ROAST LEVEL
Light - Medium

This postcard was made from

COFFEE WEBPAGE ON WEBSITE

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

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.

NRM | Nicaragua Finca San Ramón
Balanced Profile | Light-medium roast | Red label
Tasting Notes: Floral, Orange, Malt

THE STORY BEHIND THIS COFFEE

- FARM** (November 2022 - March 2023)
- GREEN SELECTION** (May 2023)
- ROASTING** (August 13 - September 6)
- QUALITY CONTROL** (1 to 4 days after roasting)
- PRODUCTIO N & SHIPPING** (Winter 24 roasting)
- AT YOUR HOME** (14 days from shipping)

IT ALL STARTS AT THE COFFEE FARM

Finca San Ramón sits within the Dipilto mountain range, a nature reserve in the Nueva Segovia region of northern Nicaragua, close to the Honduran border. Owner Donald Efraim Roque has worked with coffee all his life as a third generation coffee producer - both his grandfather and father were dedicated to coffee - and over time, he acquired a very special affection and passion for it. Purchasing the farm in the early 1990s, he renamed it San Ramón to honor his father, Ramón Roque. In the years since buying the land, the farm has grown larger as he acquired more adjoining plots, and is still at its core a family business. According to Donald Efraim, it's "a family effort since my family is involved in the business 100% in all aspects."

Donald has been working with Caravela for ten years now (he's one of the producers who started with Caravela since their very beginning) and his point of view on coffee has completely changed since he started producing specialty coffee. Now he is consistently seeking to improve and to become a better farmer. For him, the biggest challenge to convert his farm from conventional coffee to specialty coffee was having to train and educate his workers to change their harvesting and processing practices. He strongly believes in the potential of specialty coffee in Dipilto, Nueva Segovia and he recommends every single farmer in the region to focus solely on producing a high-quality product. As he says, "The farm conditions such as height, vegetation, as well as shade grown coffee care, with organic fertilizer and wet mill management are all factors that help the coffee quality."

In 2006, Donald Efraim found out about the Cup of Excellence auction and coffee competition in Nicaragua and decided to participate, just to see how much potential his coffee had. Placing with the top 25 winners at #15, he became more motivated than ever to continue improving the quality of his coffee, and also, he felt it was "a good opportunity to show how there is coffee quality in the area of Dipilto, Nueva Segovia, Nicaragua".

TRACEABILITY			PRICE TRANSPARENCY	
COUNTRY	REGION	IMPORTER	VARIETAL	PRICE
Nicaragua	Nueva Segovia	Caravela	Pacamara, Catuipi, Maragogype	\$4.10 Price paid by Driftaway
PRODUCER	MILL / WASHING STATION	PROCESSING	ALTITUDE	FREE ON BOARD PRICE
Donald Efraim Roque	Finca San Ramón	Washed	1270 meters	\$3.57 Free on Board price
DID YOU KNOW			FAIR TRADE PRICE PER POUND	COFFEE C-MARKET PRICE PER POUND
An estimated 95% of Nicaragua's coffee farmers are small-scale producers, like Sr. Roque, and family is the primary source of labor on these farms.			\$2.05	\$1.85
			Farm Gate price	Coffee C-Market price per pound
			\$2.05	\$0.05
			Fair Trade price per pound	Driftaway's World Coffee Research contribution per pound
			\$1.85	
			Coffee C-Market price per pound	
			\$0.05	
			Driftaway's World Coffee Research contribution per pound	

NRM | Nicaragua Finca San Ramón
Balanced Profile | Light-medium roast | Red label
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AVERAGE CUPPING SCORE
85.75 /100

LEARN MORE ABOUT CUPPING SCORES

85.75 SCAA Cupping Score
12 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

"This single producer lot from Nicaragua has always done well in the Balanced Profile, and this is our fourth year roasting it. It has a nice balance of mild acidity, spices and nuttiness that makes an approachable and balanced cup of coffee. The roast profile that works best for this coffee seems to be more like a Classic profile roast but with a lighter end temperature. It requires a gentle heat application, unlike many Balanced Profile coffees that can take a lot of heat."

READ MORE ABOUT THE SFFICTION PROCESS

HOW DID WE ROAST THIS COFFEE?

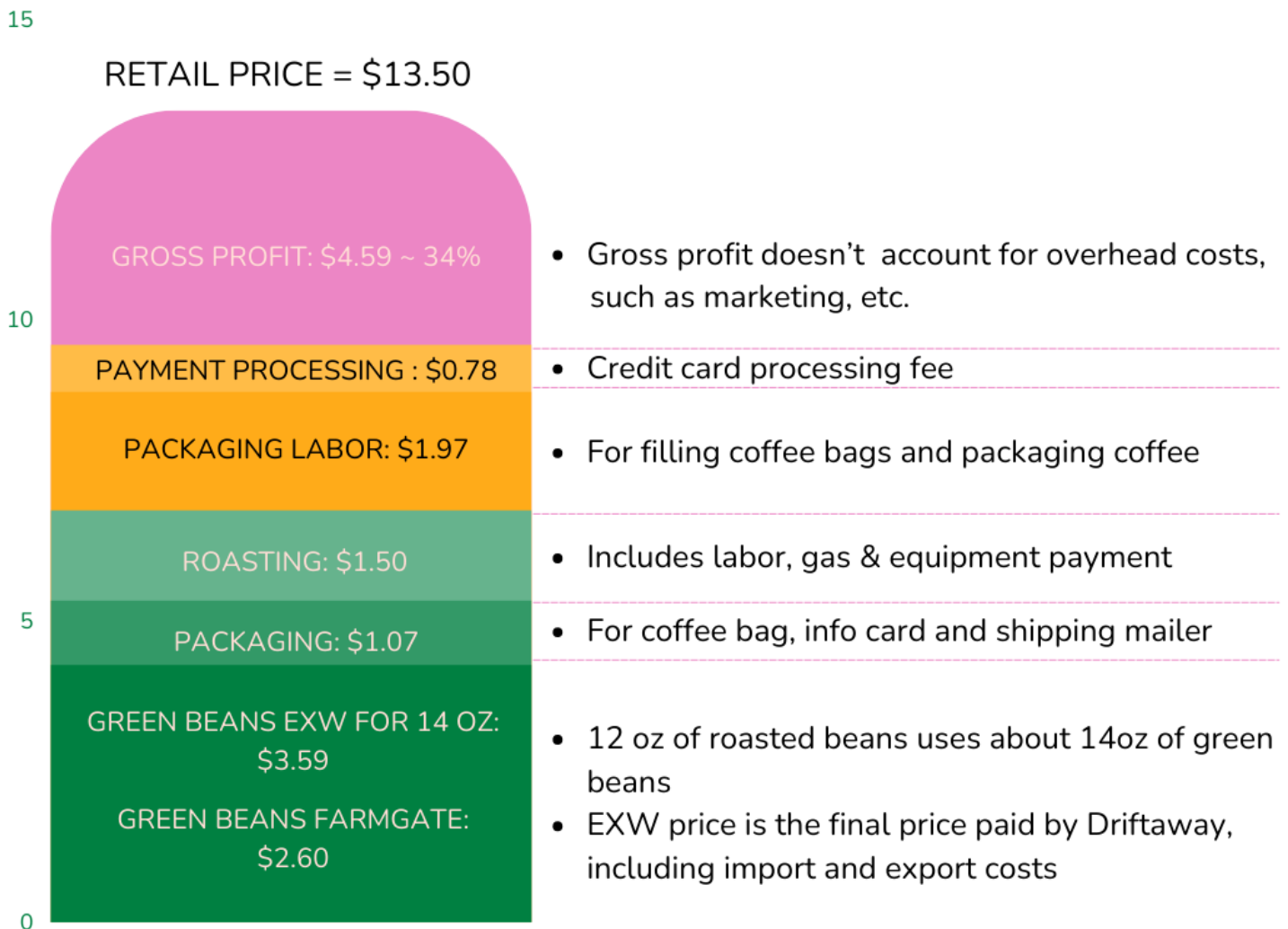
This coffee is being roasted by Ian T. from August 13 to September 6 in Brooklyn. We use the Loring Kestrel roaster for this profile. We have strict guidelines for each of the coffee profiles, and this roast has to pass the development time ratio test as measured in real time by the roasting software, 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 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.