



# FARMER FEEDBACK REPORT

FOR: UMS | Uganda Mamboo Sipi Chesiyo

BY: DRIFTAWAY COFFEE

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

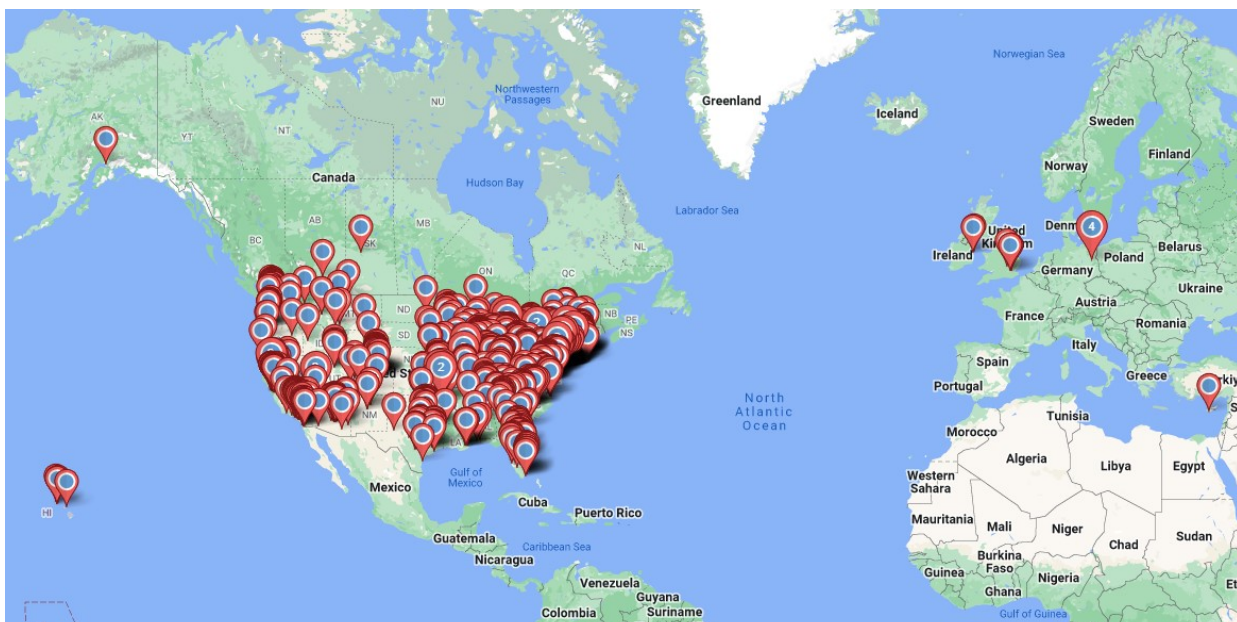
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



## WHO RECEIVED THIS COFFEE

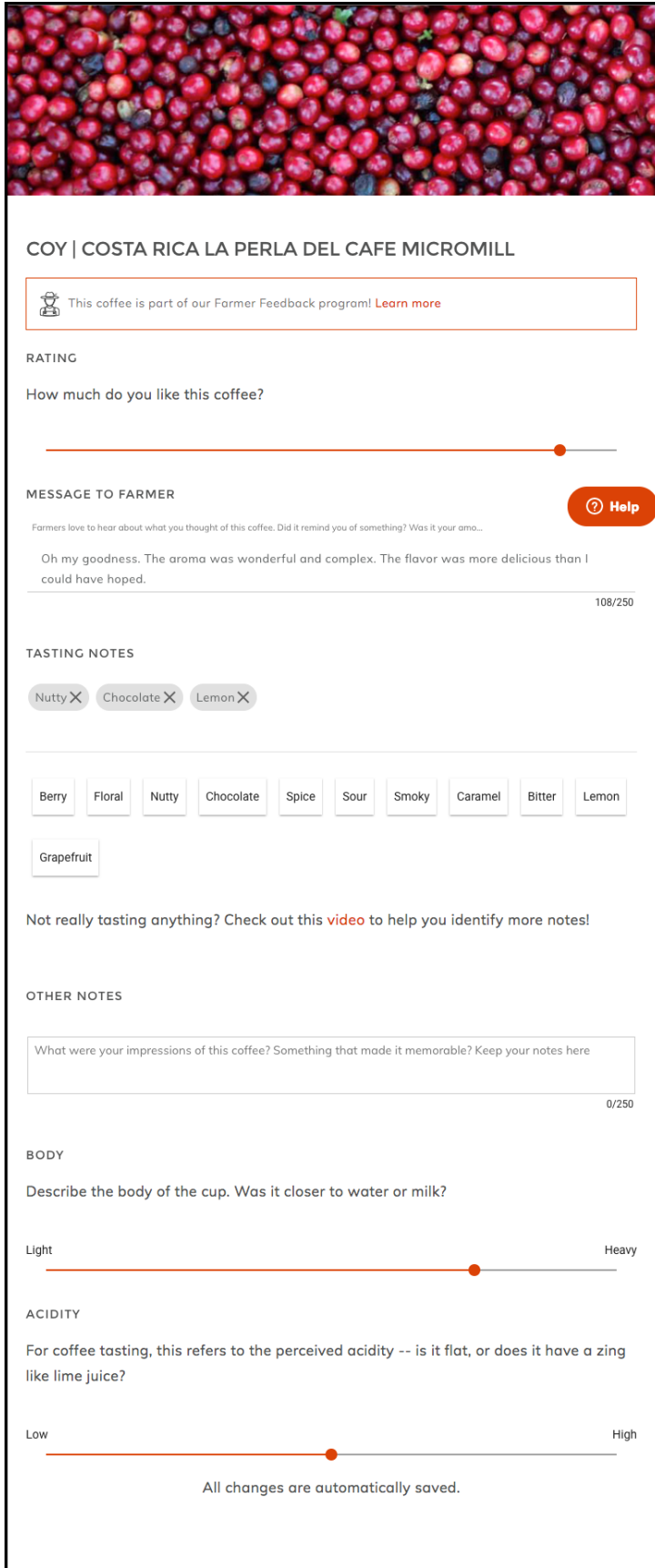
Driftaway Coffee customers are all over the United States and some in Europe. We shipped this coffee within 24 to 48 hours from roasting.

- 1771 customers received this coffee in the mail
- 55 states and territories shipped to within the United States
- Canada, Cyprus, Ireland, United Kingdom, Taiwan, Province of China, Germany, Netherlands, Australia shipped to outside of the US
- 942 cities and towns shipped to
- 80893+ 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 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: 61
- 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

I love this coffee! It has a great, complex flavor. David B. OK, US

Very smooth and tasteful coffee. Edward M. FL, US

This was our favorite coffee Jens H. WY, US

Pretty Good! William B. MA, US

Smooth, velvety. I like the medium roast and subtlety of this roast. Patty M. OR, 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?

For this coffee, it met these criteria for us:

Roast Level: Medium

Coffee Profile Name: Classic Profile

SCA Cupping Score: 86.13

We've been waiting for another great Ugandan coffee for a couple of years, and this one knocks it out of the park! It's caramel sweetness, nutty and milk chocolate flavors are perfect for the Classic profile.

### 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.

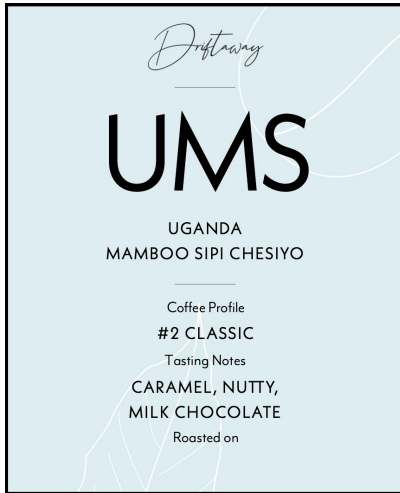


A word cloud of coffee tasting notes. The words are arranged in a roughly circular pattern. The largest word is 'milk chocolate' in the center. Other prominent words include 'chocolate' (top right), 'malt' (bottom left), and 'caramel' (bottom left). Smaller words include 'oolong tea', 'jasmine finish', 'clean finish', 'milk choc', 'golden raisin', and 'black pepper'.

oolong tea  
chocolate  
milk chocolate  
jasmine finish  
clean finish  
milk choc  
golden raisin  
black pepper  
malt  
caramel

# 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.

**UGANDA MAMBOO SIPI CHESIYO**

**SMALL HOLDER FARMS**

**TASTING NOTES**  
Caramel, Nutty & Milk Chocolate

**COFFEE PROFILE & LABEL COLOR**  
Classic | Blue

**ROAST LEVEL: Medium** ●●●○○

**FARMER TRAINING**

**UGANDA MAMBOO SIPI CHESIYO**

**GROWERS** Smallscale farmers      **PROCESSING** Washed  
**VARIETALS** SL14      **ALTITUDE** 1900 - 2000m

**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](https://driftaway.coffee/farmer-feedback)

**COFFEE PRODUCER'S STORY**  
Mamboo is the name taken by a strong network of select farmers (some featured front) from the Sipi Falls region of Uganda. Their headquarters is actually a coffee shop, opened up by farmers for farmers in Kapchorwa town. The operation is centered on the passion and expertise of Dison Kareng, and held together by the decades of trust he's built in his community.

**ROASTER'S NOTES**  
This has been a great year for Uganda. The Mamboo is from a newer washing station (Chesiyo), and we were told that if we take a chance on it, we'll get a good coffee with lots of info about how it was grown and processed. However, when we tasted it, we realized that what we were actually getting was an excellent coffee! Full of flavors and aromas that are super complex, as a medium roast it's very sweet and rich.

**SCAN THE QR CODE FOR MORE DETAILS**  
Or visit [driftaway.coffee/ums](https://driftaway.coffee/ums)  
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/UMS/>

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.

**UMS | Uganda Mambo Sipi Chesiyo**  
Classic Profile | Medium roast  
Tasting Note: Caramel, Nutty, Milk Chocolate

**THE STORY BEHIND THIS COFFEE**

- FARM** Harvested: November 2022 - January 2023
- GREEN SELECTION** June 2023
- ROASTING** September 30 - October 4
- QUALITY CONTROL** 1-4 days after roasting
- PRODUCTION & SHIPPING** Within 24 hours from roasting
- AT YOUR HOME** 1-4 days from shipping

**IT ALL STARTS AT THE COFFEE FARM**

Mambo is the name taken by a strong network of select farmers concentrated in the Sipi Falls region. It means 'information' and 'greetings', meanings that can be seen again in their objectives of educating farmers and making new friends through specialty coffee.

Their headquarters is actually a coffee shop, opened up by farmers, for farmers in Kapchorwa town. Their operation is centered on the passion and expertise of Dison Karega (pictured right), who leads the Mambo Coffee Network. He is a lead farmer who has organized "elite" farmer groups around multiple collection stations across the Kapchorwa region of Mt. Elgon. His expertise is in knowing this area, these farmers, and their coffees better than anyone else on the mountain.

In order to support farmers in achieving better prices for their coffees, Dison feels that "the most important thing is quality, we handle coffee with quality from harvesting, processing and milling. We train farmers the best agronomic practices, connect them with good agro input dealers."

The operation is also held together by the decades of trust that Dison has built in his community. From 2 bags to 200, Dison has taken the right step every step of the way, embodying the hustle and spirit that is coming to define this generation of Ugandan specialty farmers.

**TRACEABILITY**

COUNTRY	REGION	IMPORTER	VARIETAL
Uganda	Sipi Falls	Crop to Cup	SL14

**PRICE TRANSPARENCY**

\$3.85	Price paid by Driftaway
\$2.20	Free on Board price
Not available	Farm Gate price
\$1.75	Fair Trade price per pound
\$1.55	Coffee C-Maker price per pound
\$0.05	Driftaway's World Coffee Research contribution per pound

**DID YOU KNOW?**

In 2021, Dison submitted a coffee to the Uganda Coffee Development Authority's coffee competition, and one first place out of over 50 entries.

**Map:** This coffee travelled 7107 miles to the Driftaway Coffee roastery in Queens. Love the coffee? You can share your

**WHY DID WE SELECT THIS COFFEE?**

We've been waiting for another great Ugandan coffee for a couple of years, and this one knocks it out of the park! It's caramel sweetness, nutty and milk chocolate flavors are perfect for the Classic profile.

**AVERAGE CUPPING SCORE**  
86.13 / 100

**LEARN MORE ABOUT CUPPING SCORES**

**86.13** SCAA Cupping Score  
**15 x 60 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

"This has been a great year for Uganda. We saw a shortage of Ugandan coffees available over the past two years, but Ugandan coffee has come back this year with many really great options. This coffee is from a newer washing station and we were told that if we take a chance on it, we will get a coffee that is good and will come with lots of info about how it was grown and processed. What we got was an excellent coffee with complex and sweet flavors and aromas. We are very excited about this coffee and learning more about the community that grew it. As a medium roast this coffee is very sweet and rich."

**HOW DID WE ROAST THIS COFFEE?**

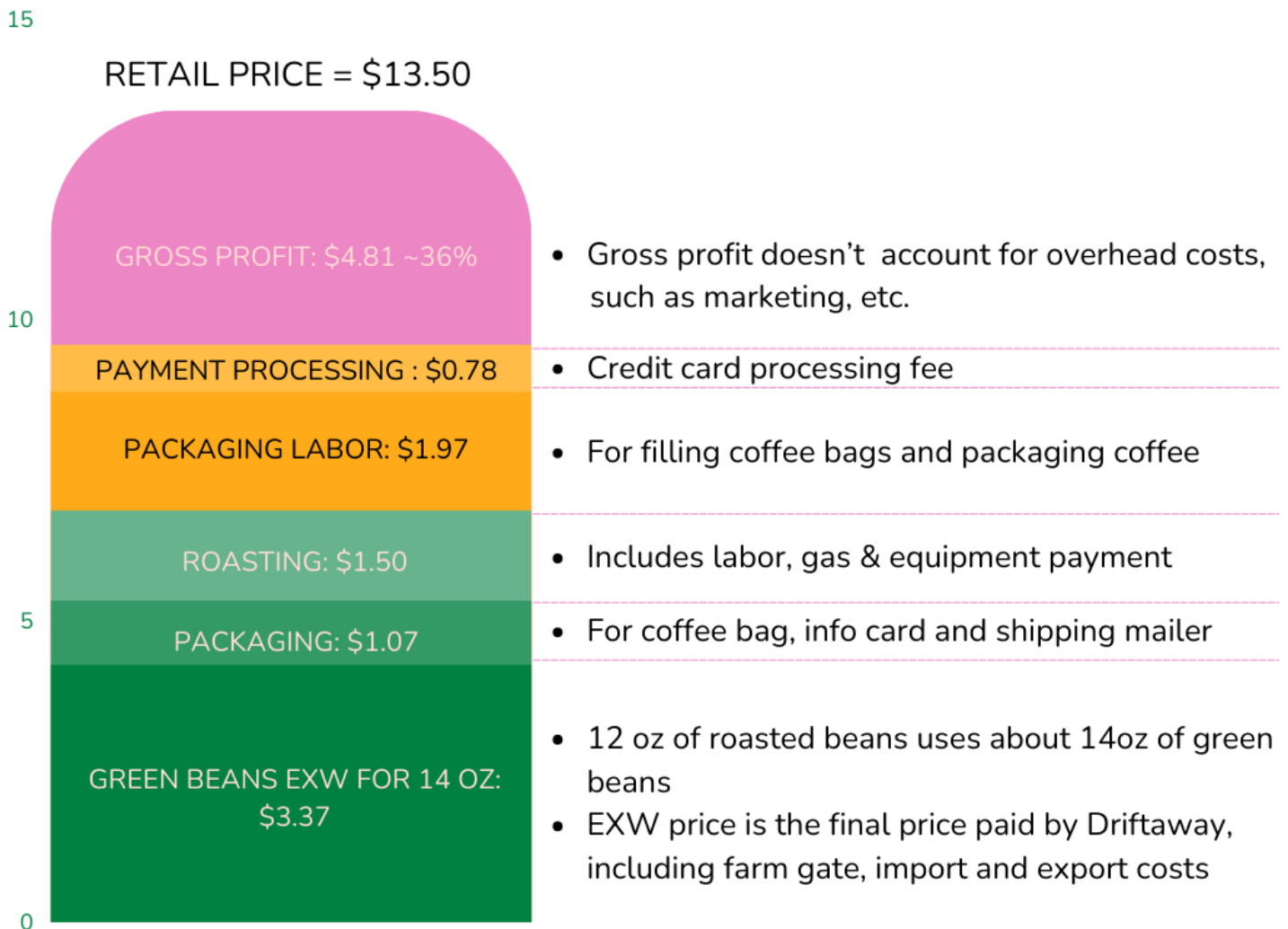
This coffee is being roasted by Ian T. from September 10 to October 4 in Brooklyn. We use the Loring Kestrel roaster for this profile. We have strict guidelines for each of the coffee profiles, and this roast has to pass the development time ratio test as measured in real-time by the roasting software, Cropster. Once it does, it is approved for production.

**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



## 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.