



FARMER FEEDBACK REPORT

FOR: UEB | Uganda Western Region Mt. Elgon

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.

- 1781 customers received this coffee in the mail
- 54 states and territories shipped to within the United States
- Canada, United Kingdom, France, Australia, Switzerland, Hungary, Israel, Iceland shipped to outside of the US
- 1076 cities and towns shipped to
- 65181+ 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?

100% (slider)

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 (slider)

ACIDITY
For coffee tasting, this refers to the perceived acidity -- is it flat, or does it have a zing like lime juice?
Low High (slider)

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: 67
- 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

We loved the balance of acidity and boldness, it reminded us of hot chocolate on some days.

Jana K. NY, US

Incredible taste. We love this coffee! Will think about ordering another batch if available. Jeremy

D. CA, US

Velvety, smooth, bold and rich. Vicki S. MI, 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:

Financial equity: Mountain Harvest was able to give us a price breakdown that shows how much of what we paid for the coffees went to farmers.

Social equity: Women-owned and run farms; Mountain Harvest's many programs to help farmers improve livelihoods.

Roast Level: Medium-Dark

Coffee Profile Name: Bold

SCA Cupping Score: 86

This coffee has the spice, nuttiness and clean finish that we look for in a Bold profile, and it's some of the best Ugandan coffee we've ever tasted. Mountain Harvest's work on Mt. Elgon has transformed the quality level, as well as the potential for sustainable farmer livelihoods.

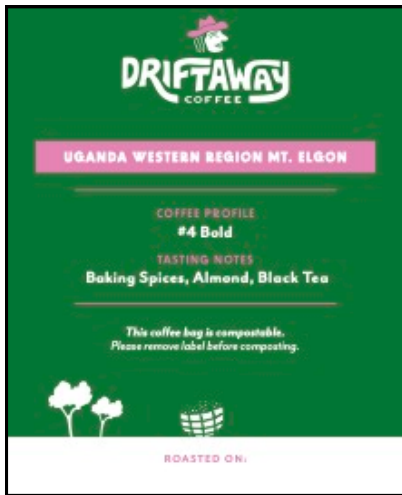
Quality Control Tasting Notes

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.

brûlée
milk chocolate anise mouth coating
toasted caramel clean finish almond
dark chocolate walnut bread
caraway seed

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.



UGANDA WESTERN REGION MT. ELGON

GROWERS 958 smallholder farmers	PROCESSING Washed
VARIETALS Nyasaland, SL-14, SL-28	ALTITUDE 1600 -2200m

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

This coffee comes from nine distinct communities on the slopes of Mt. Elgon. We are excited to work with Mountain Harvest importers for the first time in order to purchase this coffee: a unique importer, they only work in Uganda, investing in farmers through programs like income diversification (ie. beehives and avocado trees), regenerative agriculture training and financial literacy. These farmers are not only transforming Uganda into a quality coffee destination, but working to ensure a prosperous and sustainable future in coffee.

ROASTER'S NOTES

Ugandan coffee had been less common in the past few years, but it's come back with renewed quality and quantity. This group of farmers is producing some of the most impressively delicious coffee we can remember tasting. The coffee is complex and dense, developing intense spice aromatics and sweetness at a darker roast.

SCAN THE QR CODE FOR MORE DETAILS

Or visit driftaway.coffee/ueb
Last date to order more: 29th Nov 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/UEB/>

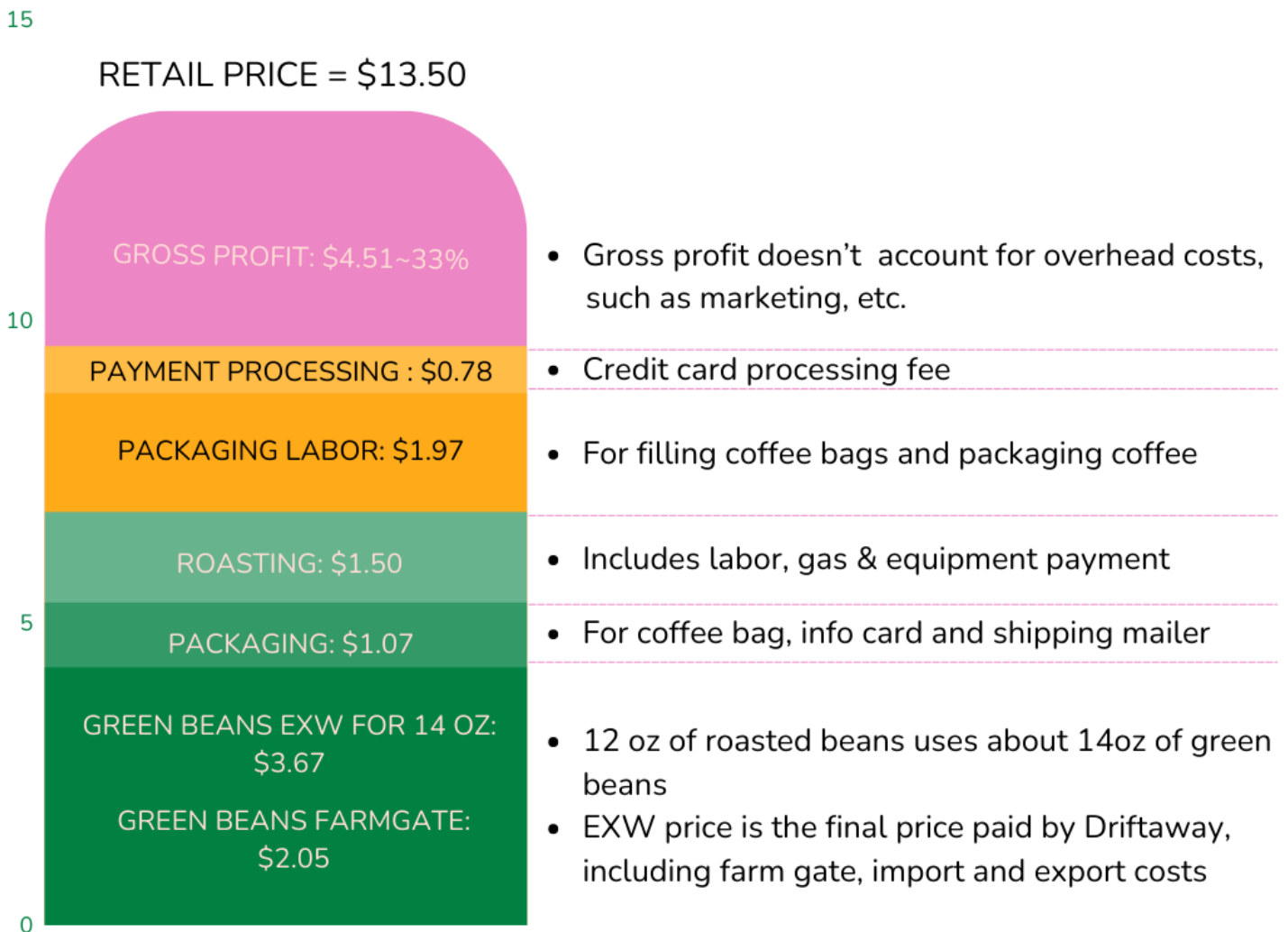
This page shares the information that we received about the coffee - either from you, the importer and/or the exporter. It also shares why we chose to buy the coffee, and the decisions we made while roasting it.

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.

The screenshot shows the website interface for the UEB | Uganda Western Region Mt. Elgon coffee. The header includes navigation links like 'SHOP', 'GIFTS', 'COFFEE TASTINGS', and 'LEARN'. The main content area features a large image of a coffee plantation and a woman. Below this is a section titled 'THE STORY BEHIND THIS COFFEE' with a timeline of steps: FARM (December 2022), BLEND SELECTION (Jan 2023), ROASTING (November 23), QUALITY CONTROL (1st 4 Dec 23), PRODUCTION SHIPPING (1st Dec 23), and AT YOUR HOOP (March 23). A section titled 'IT ALL STARTS AT THE COFFEE FARM' describes the coffee's origin from nine communities on the slopes of Mt. Elgon, processed with Mountain Harvest. It details the coffee's composition from two different lots and the reasons for blending. A 'WHAT MAKES A BLEND?' section explains the choice of UEB coffee for its unique flavor profile. The 'SIPILADIES' section highlights the role of women farmers in the region. 'THE WORKFORCE' section mentions the involvement of local quality control and processing partners. 'MOUNTAIN HARVEST: A UNIQUE COFFEE IMPORTER' describes the company's role in supporting Ugandan farmers. The page concludes with a 'Follow them @mountainharvest on Instagram' link.

This section of the website provides detailed information about the coffee. It features a price tag of \$1.47 for 350g of coffee. A map shows the coffee's origin in Uganda, near Mt. Elgon, with a red pin indicating the location. The 'WHY DID WE SELECT THIS COFFEE?' section explains that the coffee has a unique, bright, and medium body with a subtle, lively, and profitable, and a sense of the best Ugandan coffee ever made. It highlights the quality control and the fact that the coffee is a blend of two different lots. A 'LEARN MORE ABOUT CUPPING SCORES' section shows a cupping score of 86 (SAA Cupping Score) and a length of 15 x 60 k (Bees per lb case). A 'HOW DID WE ROAST THIS COFFEE?' section includes a photo of a roaster and a video of coffee being roasted in a drum roaster.

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.