



FARMER FEEDBACK REPORT

FOR: Brazil Donas do Cafe

BY: DRIFTAWAY COFFEE

Roasted between: December 4th, 2023 and December 27th, 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 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

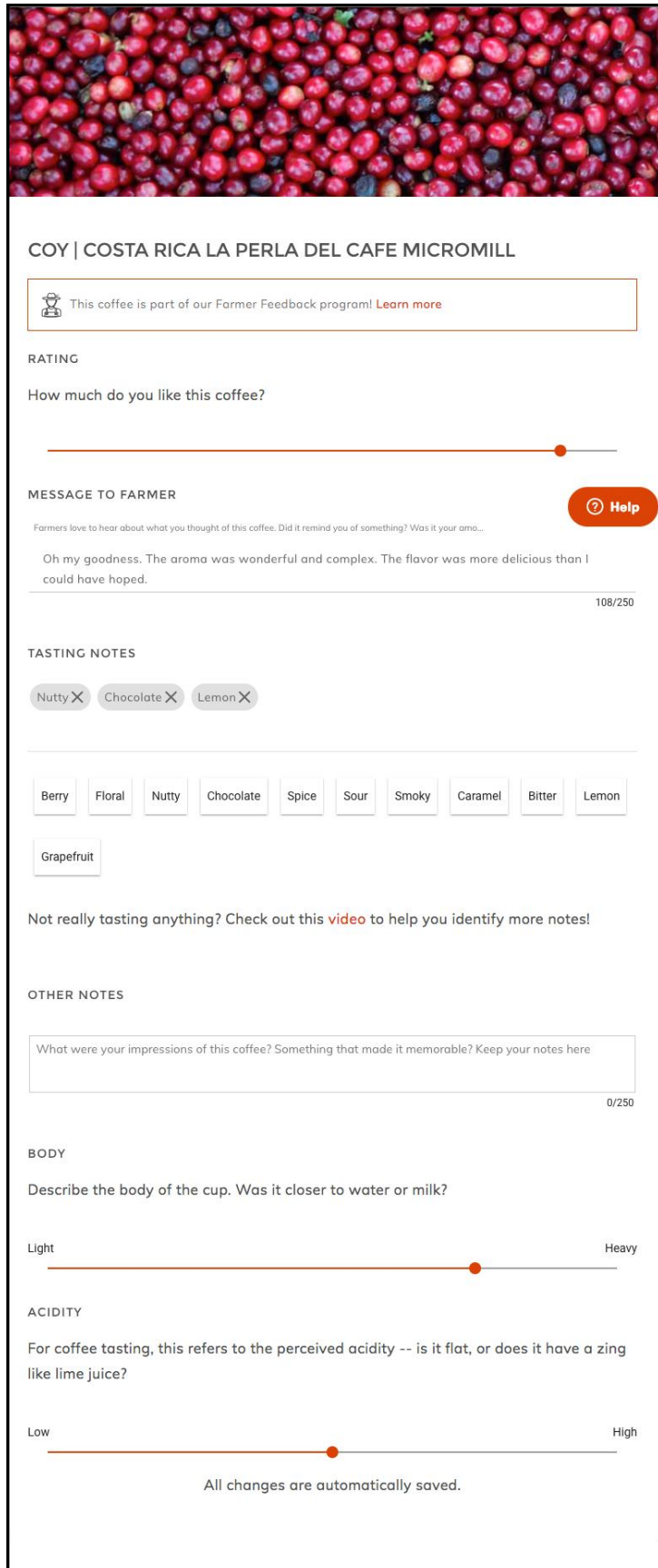
Driftaway Coffee customers are all over the United States and some in Europe. We shipped this coffee within 24 to 48 hours from roasting.

- 3260 customers received this coffee in the mail
- 55 states and territories shipped to within the United States
- Canada, Israel, France, Mexico, India, United Kingdom, Australia, Latvia shipped to outside of the US
- 1611 cities and towns shipped to
- 88973+ 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?

108/250

MESSAGE TO FARMER

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.

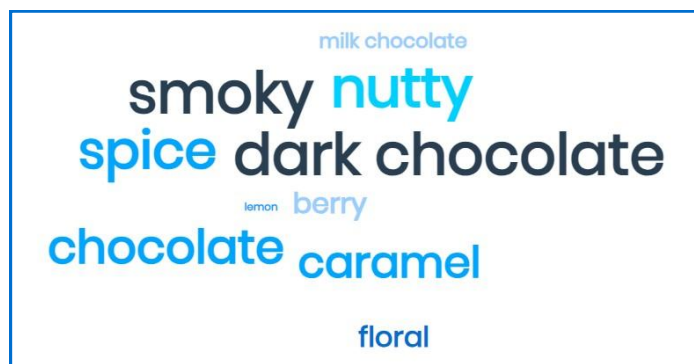
The rating for coffees is out of 100 pts, 60 points being average.

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: 163
- 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

This has been one of our favorite coffees ever, so smooth and comforting. My husband and I can feel the love and energy put into this coffee with every cup. So thankful for this batch and for your business and farm! Happy Holidays to you all!
Angela B. NJ, US

This is one of our favorites. The burnt caramel notes really stand out and make for an excellent milk drink. Beautiful cream as an espresso. Well done! Sandi W. HI, US

One of the best coffees I have had from Brazil. Really appreciated the flavor profile and the subtle nuances along with mouth feel. PRIYAM S. ON, US

We really enjoyed this coffee. Robert L. VA, US

This is my new favorite! Everything I love in a bold coffee, not bitter, rich taste but very smooth and flavorful. Vicki S. MI, US

Magnificent, Delicious aroma, flavor, and excellent after-taste! William B. MA, 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: Medium-Dark
Coffee Profile Name: Bold
SCA Cupping Score: 85.75

It's been important for us at Driftaway to prioritize women farmers as we search the world for delicious coffees. Women make up 70% of the workforce in coffee, yet systematically have lower access to resources like land, credit and just plain information.

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.

vanilla
brown sugar
cocoa powder
bittersweet chocolate
dark caramel
peanut praline
dark cocoa
caramel
toast

WHAT DRIFTAWAY CUSTOMERS RECEIVED

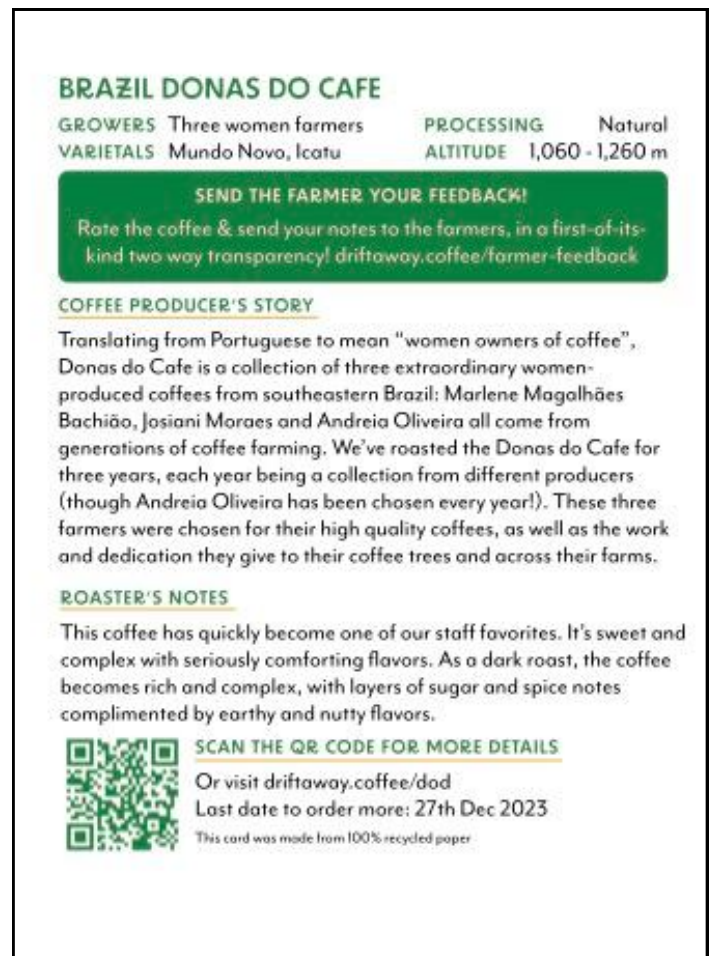
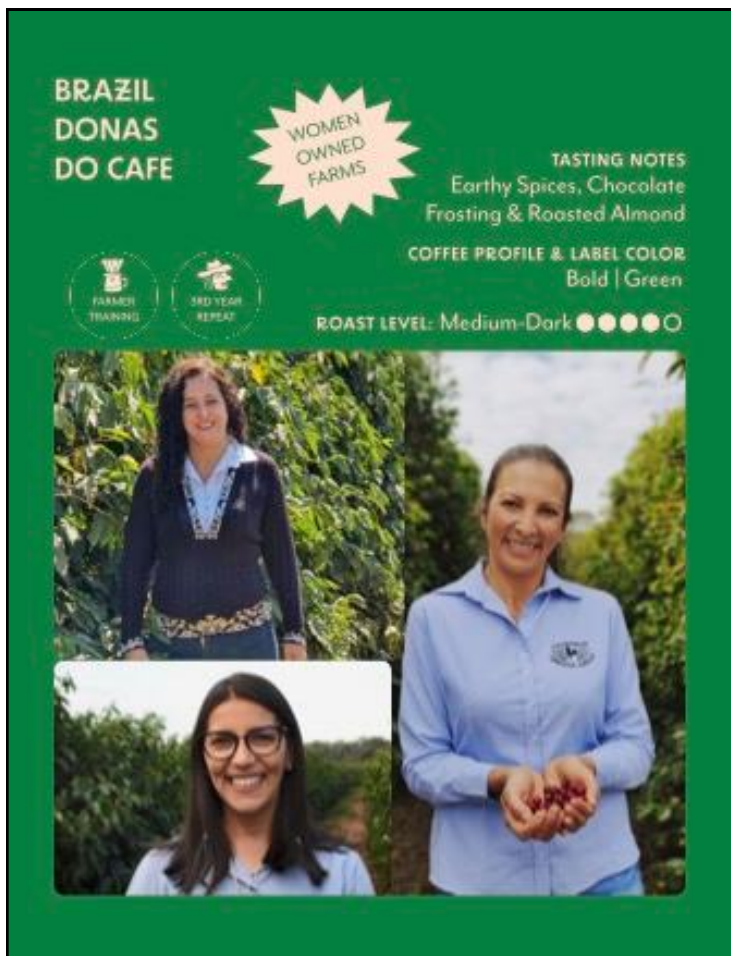
This is your coffee's bag label:



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.



COFFEE WEBPAGE ON WEBSITE

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


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.

SHOP GIFTS COFFEE TASTINGS

DRIFTAWAY

LEARN SUSTAINABILITY LOGIN



Brazil Donas do Cafe
Bold Profile | Medium-dark roast
Tasting Notes: Earthy Spices, Chocolate Frosting, Roasted Almond

THE STORY BEHIND THIS COFFEE

FARM
Harvested
Why: September 2023

GREEN SELECTION
August 2023

ROASTING
December 3
December 27

QUALITY CONTROL
1 to 4 days after roasting

PRODUCTION & SHIPPING
Within 24 hours of roasting

AT YOUR HOME
1-4 days from shipping


IT ALL STARTS AT THE COFFEE FARM

Translating from Portuguese to mean "the women owners of coffee", Donas do Cafe is a collection of three extraordinary women-produced coffees from southwestern Brazil. Marlene Magalhães Bachito, Josiane Moraes and Andreia Oliveira all come from generations of coffee farming. We've roasted the Donas do Cafe for three years, each year being a collection from different producers (though Andreia Oliveira has been chosen every year). Each producer comes from generations of coffee farming, and has taken traditional natural processing and added new techniques and an intense focus on quality. These three farmers were chosen for their high-quality coffees, as well as the work and dedication they give to their coffee trees and across their farms.

Sitio Photo
Marlene Magalhães Bachito grew up on a coffee farm and learned all about the production from her father. With her husband in Nova Resende within the Sul de Minas region, she works on her 8-hectare farm utilizing the skills she learned as a child. The flat plains allow ease with machines when harvesting. The farm is located 1150 meters above sea level, and Marlene works diligently to produce excellent quality coffee.


Fazenda Santa Cruz
In Paraguru, deep within Sul de Minas, Josiane Moraes and her husband purchased a plot of land for coffee. There was plenty of work to be done, starting from scratch with the crops and processing facilities, whilst also caring for the surrounding forests and lakes within her land. She is dedicated to agribusiness, and has thrived at Fazenda Santa Cruz, her hard work revealed in her high-quality coffee across her 650 hectares of land.

Fazenda Santa Gelo
Andreia Oliveira grew up surrounded by coffee and learned from her grandparents and parents the art of the trade. She now owns and manages the family farm of 400 hectares with her brother and works to not only improve the quality of the coffee, but also preserve the history of her family. Her farm is situated at 1120 meters above sea level. She cares deeply about cultivation, management, the ripening process, and the drying of the coffee. Each step must be meticulously executed to ensure the necessary steps are taken to attain high quality.



TRACEABILITY				PRICE TRANSPARENCY	
COUNTRY	REGION	IMPORTER	VARIETAL	\$2.98	
Brazil	Sul de Minas	Mercanto	Mundo Novo, Icatu	Price paid by Driftaway	①
PRODUCER	MILL / WASHING STATION	PROCESSING	ALTITUDE	Not available	
Marlene Magalhães	On farm	Natural	1060-1260 meters	Free on Board price	②
Bachito, Josiane Moraes, Andreia Oliveira				above \$2.15 Farm Gate price	③
DID YOU KNOW				\$1.91	
Brazil and Ethiopia remain the only coffee-producing countries with a large domestic consumption.				Fair Trade price per pound	④
				\$1.71	
				Coffee C-Market price per pound	⑤
				\$0.05	

WHY DID WE SELECT THIS COFFEE?



It's been important for us at Driftaway to prioritize women farmers as we search the world for delicious coffees. Women make up 70% of the workforce in coffee, yet systematically have lower access to resources like land, credit and just plain information.

Working with 1 week from our important partner Mercanto, we've been able to purchase this collection for three years now - though the farmers themselves change, the delicious flavor and high quality remains consistent.

AVERAGE CUPPING SCORE

85.75 / 100

LEARN MORE ABOUT CUPPING SCORES

85.75

SCAA Cupping Score

18 x 60 k

Bags purchased

3 years

Length of produce relationship

100% (in 2022)

Transparent coffees purchased


A note from Ian T.

Lead Roaster & Green Coffee Buyer


"This coffee has quickly become one of our staff favorites. It is a sweet and complex coffee with what I would call comforting flavors. As a dark roast the coffee becomes rich and complex with layers of sugar and spice notes complemented by earthy and nutty flavors."

READ MORE ABOUT THE SELECTION PROCESS

HOW DID WE ROAST THIS COFFEE?



This coffee is being roasted by Ian T. from December 3 to December 27 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 Williamsburg, Brooklyn. Each cupping is conducted by James M. 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

15

RETAIL PRICE = \$13.50

10

GROSS PROFIT: \$5.57 ~41%

- Gross profit doesn't account for overhead costs, such as marketing, etc.

PAYMENT PROCESSING : \$0.78

- Credit card processing fee

PACKAGING LABOR: \$1.97

- For filling coffee bags and packaging coffee

ROASTING: \$1.50

- Includes labor, gas & equipment payment

PACKAGING: \$1.07

- For coffee bag, info card and shipping mailer

GREEN BEANS EXW FOR 14 OZ:
\$2.61

- 12 oz of roasted beans uses about 14oz of green beans
- EXW price is the final price paid by Driftaway, including farm gate, import and export costs

0

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.