



FARMER FEEDBACK REPORT

FOR: Colombia Tablón de Gómez

BY: DRIFTAWAY COFFEE

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

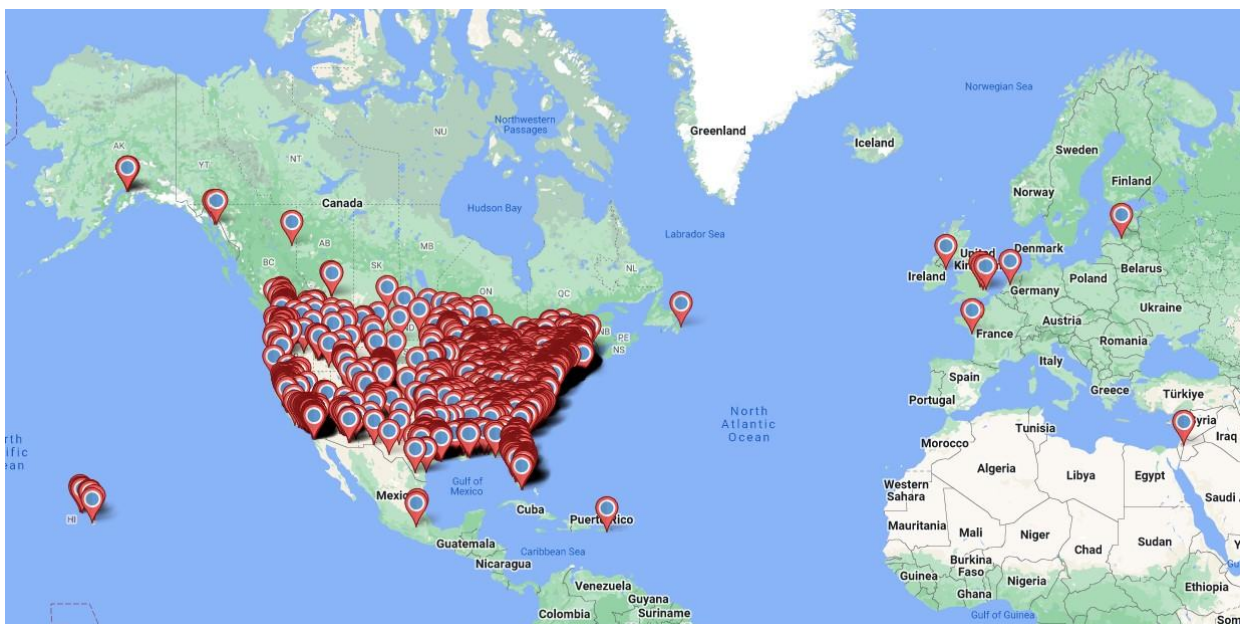
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



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.

- 3376 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, Ireland, Netherlands, Iceland, Japan shipped to outside of the US
- 1620 cities and towns shipped to
- 97584+ 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...

Oh my goodness. The aroma was wonderful and complex. The flavor was more delicious than I could have hoped.

108/250

TASTING NOTES

Nuttty 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: 170
- 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

The coffee is well-balanced, fruity, and light. I like a slightly darker roast profile.
Peter G. NM, US

This is one of the best coffees I've ever had! Perfectly balanced, light but not acidic, smooth, sweet and full of flavor.
Julie R. PA, 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
Coffee Profile Name: Balanced
SCA Cupping Score: 87.25

Working with Caravela importers, we've come to know the flavors of this region well. Through their farmer education program (called PECA), Caravela's educators hold workshops on coffee agronomy to help farmers increase productivity and improve quality so they can be more profitable. Each year, they train more than 2,000 coffee producers, and their team travels almost 300,000 km doing more than 5,700 farm visits!

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.

crème brûlée
strawberry jam champagne grape
good balance chocolate cake
complex acidity medium body
clean finish green grape
red apple

WHAT DRIFTAWAY CUSTOMERS RECEIVED

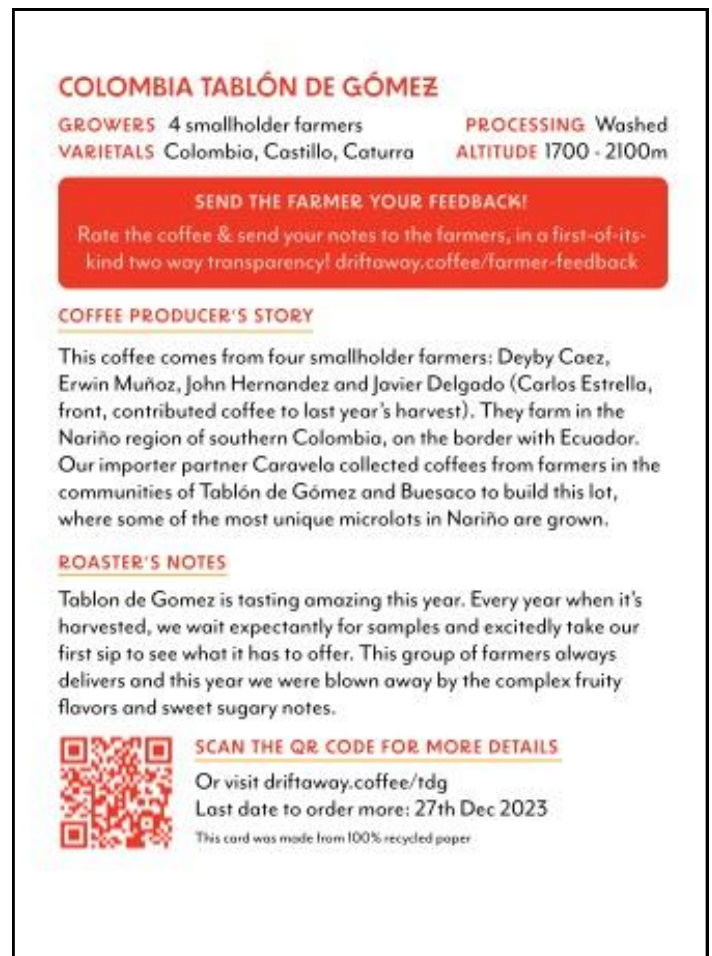
This is your coffee's bag label:



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/TDG/>

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](#)



Colombia Tablón de Gómez

Balanced Profile | Light-medium roast
Tasting Notes: Mandarin Orange, Berries, Caramel

FARM
Harvested
May - September
2023

GREEN SELECTION
August 2023

ROASTING
December 5
December 27

QUALITY CONTROL
1 to 4 days after
roasting

PRODUCT TO H&B SHIPPING
Within 24 hours from
roasting


AT YOUR HOME
1-4 days from
shipping

IT ALL STARTS AT THE COFFEE FARM

In the southeast of the department of Nariño, there is a municipality called El Tablón de Gómez, home to the producers from El Tablón, Tablón de Gómez, or El Tablón as people in the region call it, is a tiny community nestled in the Macizo Colombiano, with a very strong indigenous influence and culture.


This is the fifth year we've featured this collection of coffees from farmers in the El Tablón area - though the individual farmers contributing may change from year to year, the quality and flavor consistency is assured. This year, four smallholder farmers contributed: Dayby Carreras, Erwin Muñoz Benavides, John Hernández Ordóñez, and Javier Delgado Ramírez.

Coffee production in this region is relatively new due to the presence of guerrilla groups over the past few decades. Three years ago, our importer partner Caravela had the opportunity to start sourcing coffee from this special region, working directly with the coffee farmers, as well as with the indigenous community (Resguardo de Inga Aponte).




TRACEABILITY				PRICE TRANSPARENCY	
COUNTRY	REGION	IMPORTER	VARIETAL		
Colombia	Nariño	Caravela	Caturra	\$4.69	
			Colombian, Castillo	Price paid by Driftaway	①
PRODUCER	MILL / WASHING STATION	PROCESSING	ALTITUDE		
Dayby Carreras, Erwin Muñoz Benavides, John Hernández Ordóñez, Javier Delgado Ramírez	On farm	Washed	1600 - 2100 meters	\$2.92	
				Free on Board price	①
				\$2.32	
				Farm Gate price	①
				\$2.00	
				Fair Trade price per pound	①
				\$1.80	

DID YOU KNOW
Most of the coffee is grown above 1900 meters above sea level, making it some of the highest grown coffee that Caravela sources in Colombia.

[SEND FARMER FEEDBACK](#)

WHY DID WE SELECT THIS COFFEE?



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87.75
/100

AVERAGE CUPPING SCORE

87.25
SCAA Cupping Score

20 x 70 kg
Bags purchased

5 years
Length of producer relationship

100% (in 2022)
Transparent coffees purchased


A note from Ian T.
Lead Roaster & Green Coffee Buyer

"Tablón de Gómez is tasting amazing this year. Every year we wait expectantly for samples when it comes in season and excitedly take our first sip to see what it has to offer. This group of farmers always delivers and this year we were blown away by the complex fruity flavors and sweet sugary notes."

READ MORE ABOUT THE SELECTION PROCESS

HOW DID WE ROAST THIS COFFEE?

This coffee is being roasted by Ian T. from December 5 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

COST BREAKDOWN OF 12 OZ (340g) BAG OF COFFEE

15

RETAIL PRICE = \$13.50

10

GROSS PROFIT: \$4.08~33%

- 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:
\$4.10

- 12 oz of roasted beans uses about 14oz of green beans

GREEN BEANS FARMGATE:
\$2.03

- 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.