



FARMER FEEDBACK REPORT

FOR: Colombia Tolima Desarrollo

BY: DRIFTAWAY COFFEE

Roasted between: December 31st, 2023 and January 24th, 2024

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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.

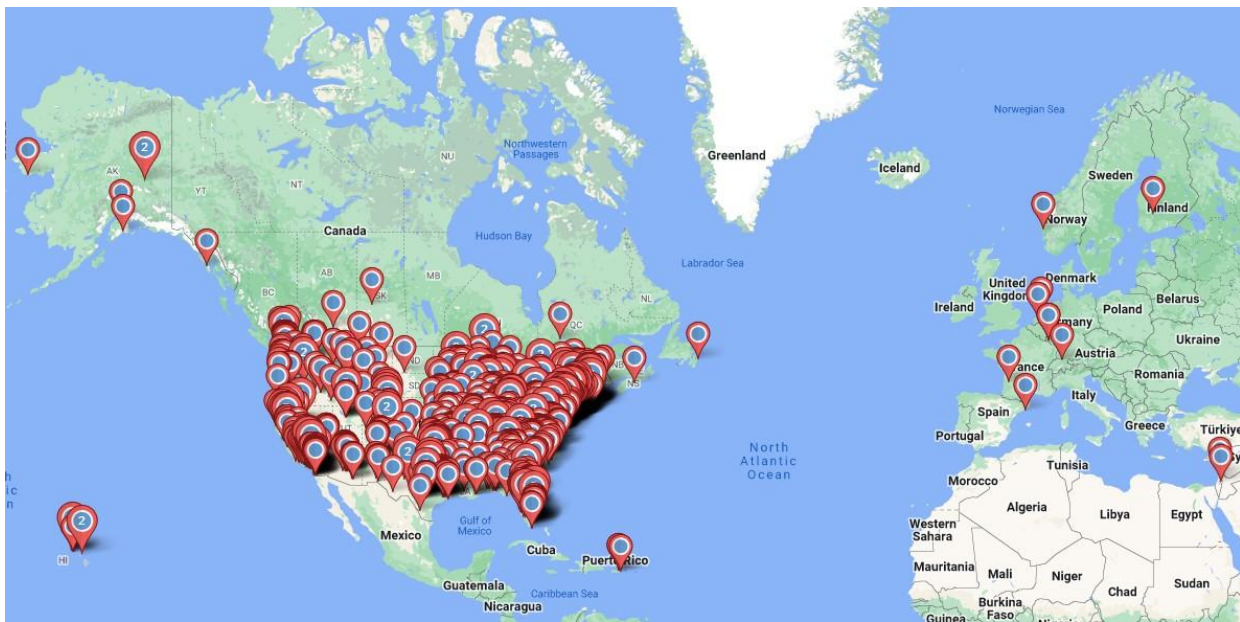
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



WHO RECEIVED THIS COFFEE

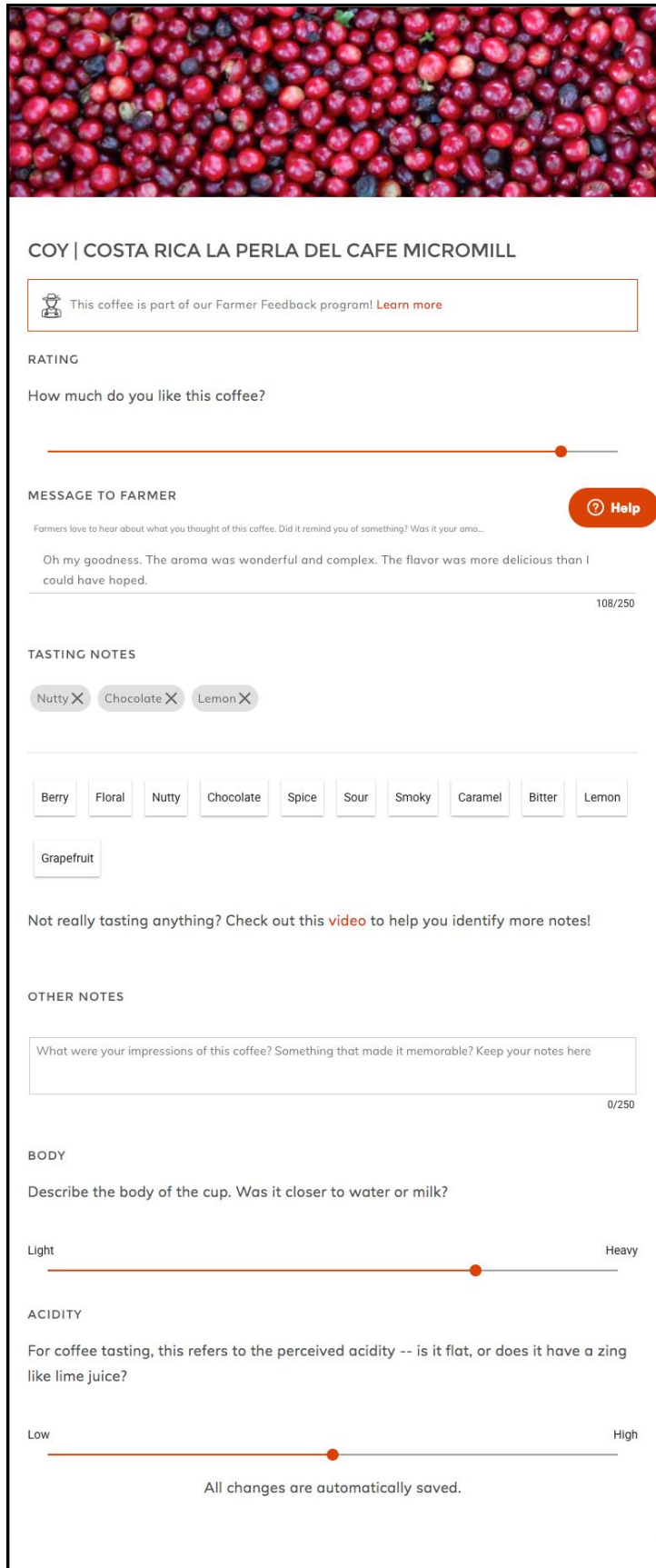
Driftaway Coffee customers are all over the United States and some in Europe. We shipped this coffee within 24 to 48 hours from roasting.

- 1738 customers received this coffee in the mail
- 53 states and territories shipped to within the United States
- Canada, Luxembourg, Finland, Switzerland, Israel, Netherlands, Spain, France, Iceland, Australia, Norway shipped to outside of the US
- 975 cities and towns shipped to
- 86611+ 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

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.

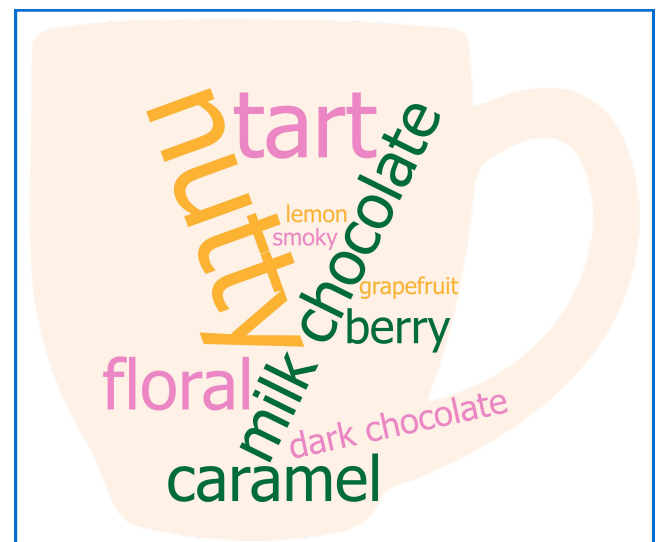
The rating for coffees is out of 100 pts, 60 points being average.

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: 32
- 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

“Loved it. Exactly what I like in my coffee. Full of flavor, natural sweetness. So good. Thank you.” Eric S., CA, US

“We adored this coffee so much! Thank you!” Jessica M., MA, US

“Delicious coffee! The aftertaste lingers just long enough for me to want another sip. Thanks for allowing me to try your coffee :)” Brian H., CT, US

“This is simply an excellent cup of coffee. It drinks so smoothly and is well-balanced. For some reason Colombian coffees don't typically resonate with me, but you cannot overlook this high-end cup.” Erik F., NJ, US

“This is one of the best coffees i have had. Keep up the good work. Thanks!” Michael O. T., OH, US

“I love this coffee! So good!” Tom T., CA, 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 roast
Coffee Profile Name: Classic
SCA Cupping Score: 85.5

With its creamy body and notes of chocolate, nuts and caramel, this coffee is a classic Classic profile! But we don't just go by taste - as much as possible, we search out coffees from farmers that may not have had equal market access, like women and minority farmers. In fact, women make up 70% of the workforce of coffee production around the world, yet have systematically lower access to resources (such as land, credit and information) compared to men.

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.



WHAT DRIFTAWAY CUSTOMERS RECEIVED

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.



COLOMBIA TOLIMA DESARROLLO

GROWERS	51 women farmers	PROCESSING	Washed
VARIETALS	Caturra, Colombia	ALTITUDE	1300 - 1900m


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/former-feedback

COFFEE PRODUCER'S STORY

Known as El Desarrollo Café de Mujeres, this coffee is an offering from the women producer-members of El Desarrollo Coffee Growers Association. The coffee is grown in the municipality of Gigante, in East-Central Huila, between the West Andes and Matambo hill along the Magdalena River.

ROASTER'S NOTES

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. This coffee from the women of Café de Mujeres has all of the best Classic profile characteristics: it's chocolatey, nutty and perfectly sweet.



SCAN THE QR CODE FOR MORE DETAILS
Or visit driftaway.coffee/cotd
Last date to order more: 24th Jan 2024
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/COTD/>


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.

Driftaway Coffee

SHOP GIFTS COFFEE TASTINGS

LEARN SUSTAINABILITY ACCOUNT



Colombia Tolima Desarrollo

Classic Profile | Medium roast
Tasting Notes: Milk Chocolate, Caramel, Toasted Almond

THE STORY BEHIND THIS COFFEE

FARM
April 14, 2023

GREEN SELECTION
December 2023

ROASTING
December 31 -
January 24

QUALITY CONTROL
For 4 days after
roasting

PRODUCTION & SHIPPING
Driftaway Roastery


AT YOUR HOME
7 days after
shipping

IT ALL STARTS AT THE COFFEE FARM

Known as El Desarrollo Café de Mujeres, this coffee was grown by the women producer-members of El Desarrollo Coffee Growers Association. The coffee is grown in the municipality of Gigante, in East-Central Huila (not Tolima, as we mistakenly named it), between the West Andes and Motolito Hill along the Magdalena River.

Through the association, producers receive technical training and assistance. They also receive agricultural services, including a revolving fund for fertilisation, coffee marketing, certification assistance and strategic commercial alliances with a range of export companies.

El Desarrollo also runs a café, called the Mifraya Coffee Shop. The café is a project aimed at the children of the members, wanting to give young people more opportunities with products processed from the raw materials that their own parents produce. This project has been running for two years, resulting in the training of more than ten young people so far.



TRACEABILITY


COUNTRY	REGION	IMPORTER	VARIETAL
Colombia	Huila	InterAmerican	Caturra, Colombia
PRODUCER	MILL / WASHING STATION	PROCESSING	ALTITUDE
Women producer members of El Desarrollo Coffee Growers Association	On farms	Washed	1500 - 1900 meters

DID YOU KNOW

Outside of Gigante there are numerous cacao plantations, making the town the "Cacao Capital of Colombia".

PRICE TRANSPARENCY


\$2.80 Price paid by Driftaway
\$1.79 Free us Bound price
\$1.20 Farm Gate price
\$2.14 Fair Trade price per pound
\$1.94 Coffee C-Market price per pound
\$0.05 Driftaway's World Coffee Research contribution per pound



This coffee travelled 2,618 miles to the Driftaway Coffee roastery in Queens.

Love the coffee? You can share your compliments & tasting observations with the farmers.

SEND FARMER FEEDBACK



cooperative's lot and sold independently.
cooperative's lot and sold independently.

AVERAGE CUPPING SCORE

85.5 /100

LEARN MORE ABOUT CUPPING SCORES

85.5
SCAA Cupping Score

15 x 69 kg
Bags purchased

1 year
Length of producer relationship


100% (in 2023)
Transparent coffees purchased

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


"The right Colombian coffee can be great in the Classic profile. This coffee has those mellow, sweet and nutty notes that make us nostalgic for those comforting coffees that we have tasted our whole lives. As a medium-roast, this coffee also develops a rich body that really completes it."

READ MORE ABOUT THE SELECTION PROCESS

HOW DID WE ROAST THIS COFFEE?



his coffee is being roasted by Ian T. from December 31 to January 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, Chopster. 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 5.

- 5.0 - exceptional roast - exceeds expectations
- 4.5 - on par with profile - matches expectations
- 4.0 - good roast, but 1 or 2 elements could be improved - needs improvement
- 3.5 or lower - failed - do not ship

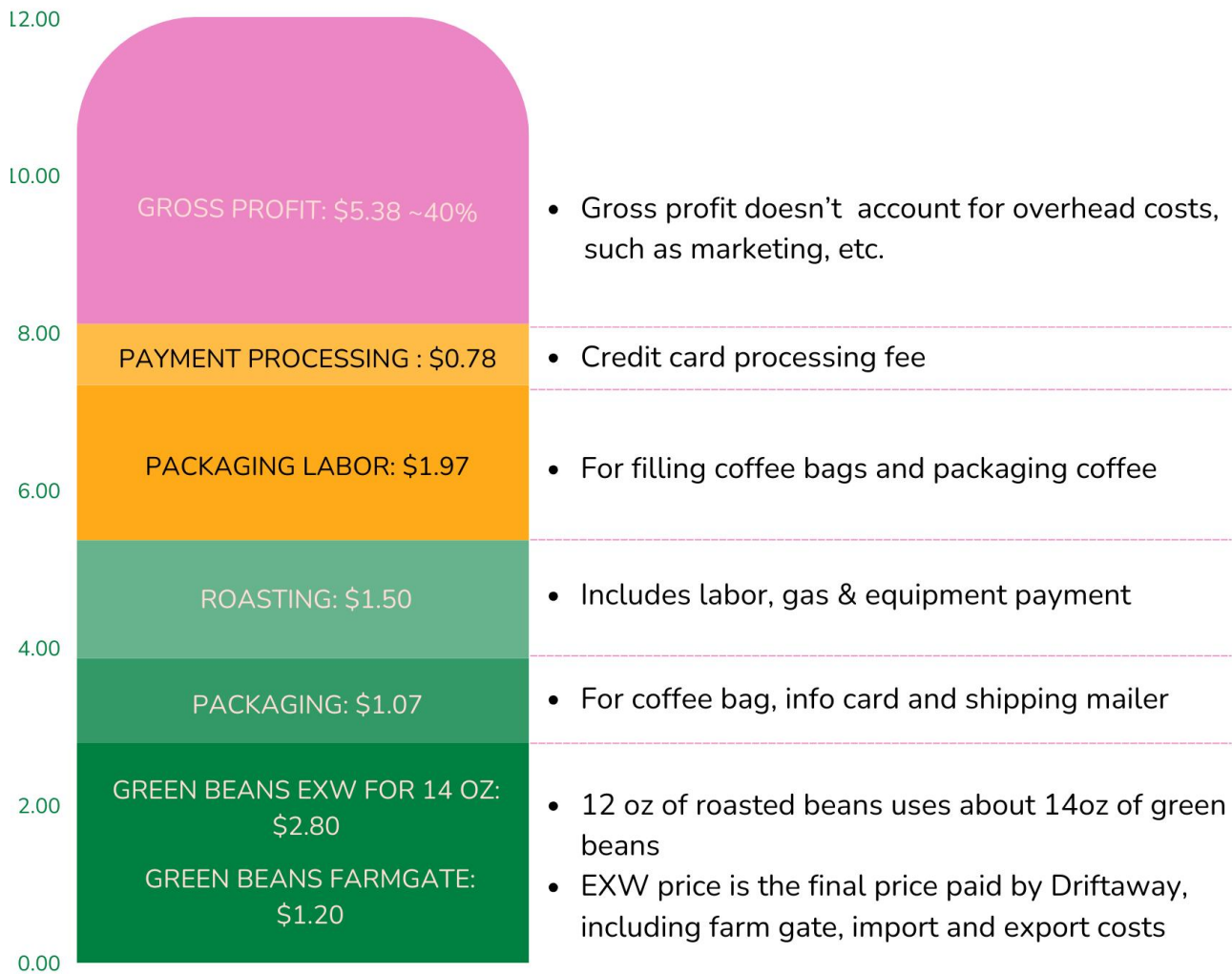
PRODUCTION AND SHIPPING

Less than 24 hours after roasting, we bag your coffee in our production facility in Greenpoint, Brooklyn. Our production team is led by Anthony and Iana, and supported by a rotating cast of local artists, musicians and independent professionals.



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

RETAIL PRICE = \$13.50



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.