



FARMER FEEDBACK REPORT FOR: ETHIOPIA SIDAMO KERAMO

BY: DRIFTAWAY COFFEE

Date: 6/19/23

INTRODUCTION TO DRIFTAWAY COFFEE

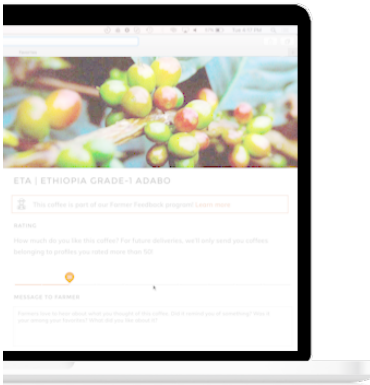
- Driftaway Coffee was founded in 2014 by Anu Menon and Suyog Mody in New York.
- We are a small-batch coffee roaster that offers coffee subscriptions, single bags and virtual tastings.
- We ship every day typically within 24-48 hours of roasting, and our customers are home consumers all over the United States and internationally as well. We sell whole beans, ground and pre-packaged cold brew pouches.
- Driftaway Coffee has a direct to consumer business model and all of our coffees are shipped to our customers to brew at home.



WHERE WE ROAST

We roast & pack in a roasting facility in Brooklyn, New York, on a Loring Kestrel S35 (<http://loring.com/roasters/s35-kestrel/>). Ian Terry roasts the coffee. and is also in charge of green buying.

DRIFTAWAY'S FARMER FEEDBACK PROGRAM



Anu and Suyog (founders of Driftaway Coffee):

We took our first origin trip in March 2017 with Cafe Imports to Costa Rica and Guatemala. The experience was eye-opening & awe-inspiring. We were amazed to see all the things that have to happen at the farm to even get the coffee to us as roasters. One question every farmer & producer asked us was, "What did you think of the coffee"? It made us realize that, while we, the roaster, get to hear from the coffee consumers, the farmers and producers don't.

So, in June 2017, we decided to start the Driftaway Farmer Feedback program. With our online coffee business model, our customers already rate and review every coffee they get. With the Farmer Feedback program, we are sharing their ratings and reviews directly with you. We hope this brings you as much joy and delight as it brings us to hear how customers enjoyed the coffee - and maybe some learnings too!

THE GREEN COFFEE BEANS

We received this coffee through Caravela. The coffee was shipped from Colombia to the Continental Terminals. It was then sent to our roasting facility in Brooklyn, New York on March 20th, 2023. We began roasting this coffee on March 27th, 2023.

- | | |
|--------------------------|-------------------------------|
| • Importer - | Coffee Quest |
| • Origin - | Ethiopia |
| • Region - | Sidamo |
| • Crop Year - | May 2023 |
| • Farm - | Various Smallholder Farms |
| • Producer - | Various Smallholder Producers |
| • Varietal - | Ethiopian Landraces |
| • Altitude - | 1800 - 2360 |
| • Processing - | Washed |
| • Mill/Washing Station - | Keramo |

HOW WE SAMPLE ROASTED THIS COFFEE

Green coffee selection begins when we receive a sample in the mail. Samples usually consist of 50 to 250 grams of green coffee and are roasted in 45 gram batches for cupping in an Ikawa pro v3 sample roaster. We cupped the coffee and scored it via the SCA 2015 standard cupping form.



Temperature Points			
	Time	Exhaust Temp	
0	00:00	302°F	
1	00:14	238°F	×
2	00:53	279°F	×
3	01:28	312°F	×
4	02:49	363°F	×
5	04:15	392°F	×
6	05:54	408°F	+



ROASTING Ethiopia Sidamo Keramo

This coffee comes from the Sidama region of Ethiopia, and was grown at incredibly high altitudes (up to 2,300+ meters or 7,545 feet!). If we were to zoom in Google Earth style, we'd first see Sidama as a tiny region in southern Ethiopia. Going further in, there is the Bensa woreda (district) on the southeastern edge of Sidama, and even closer, we see Daye, the main town in Bensa. But we're not at the farms yet! Within Daye is the village of Keramo, where the producers live and grow coffee, all on relatively smaller plots of land.

Roasting Information

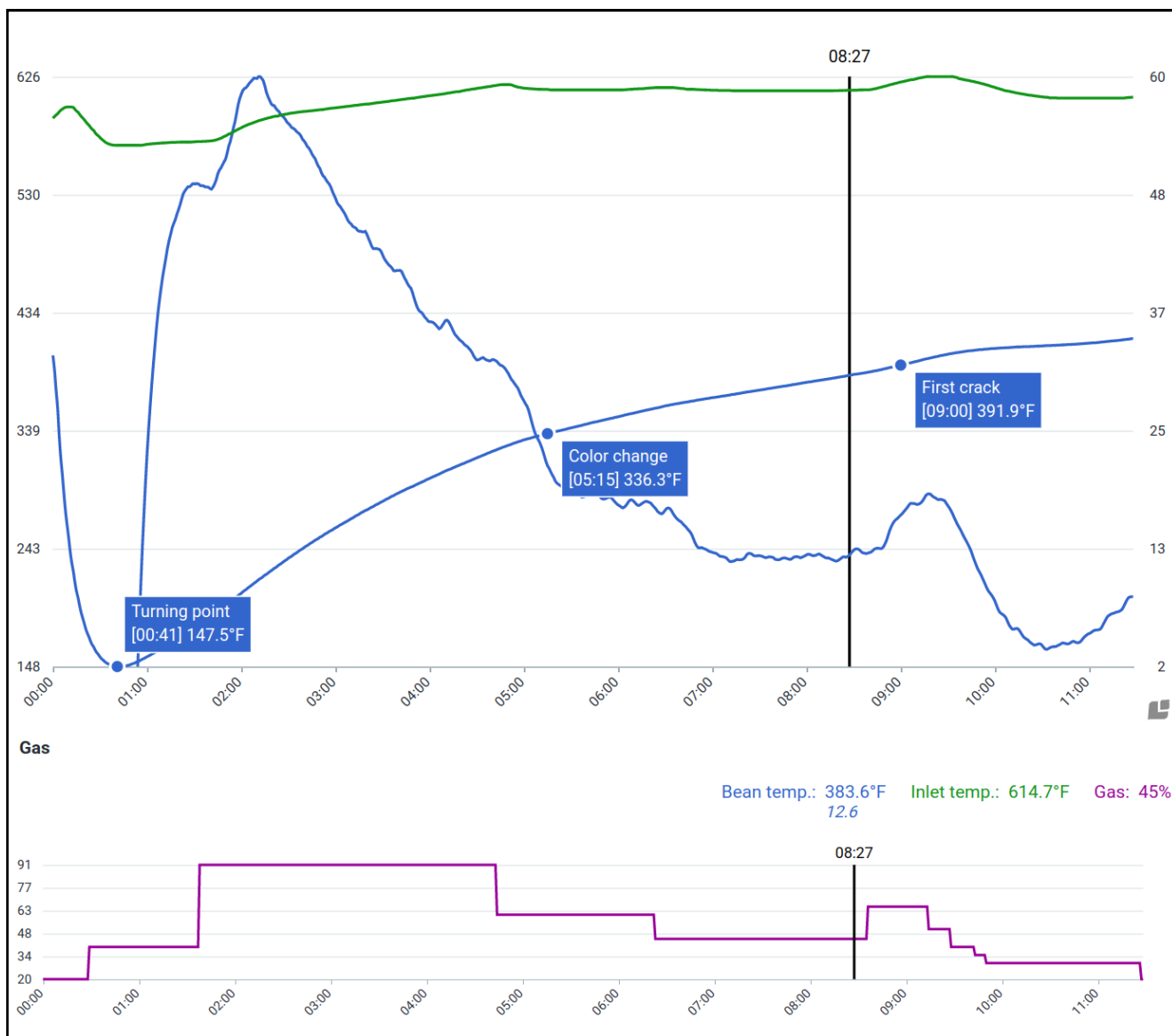
• Driftaway Roast Profile -	Fruity
• When we started roasting it -	June 19th 2023
• When we finished roasting it -	July 14th 2023
• Total quantity roasted (lbs) -	2381.7
• Total number of roasts -	52
• Roasting machine -	Loring S35
• Roasting location -	Brooklyn, NY
• Roaster name -	Ian Terry

Roaster's Notes

This lot has a unique flavor profile, a bit different than Hamasho with lemon and black tea notes. It also has some really nice aromas with floral and complex citrus notes. We are enjoying the Keramo lot this year while looking forward to seeing the Hamasho lot come back next year.

How we approached this coffee for roasting

The Fruity Profile is normally roasted light and with a development ratio that is pretty average, at 16%. We roast this profile as a smaller batch size of 60lbs, and a lot of heat and air are used in the drying phase of the roast. The heat is then turned down by 40% for the second half of the roast. In order to keep the roast going into development, it is necessary to turn the gas up by 15% going into first crack, and then immediately reduce it when first crack is heard.



WHAT DRIFTAWAY CUSTOMERS RECEIVED

We name all our coffees with three-letter acronyms. For example, we called this coffee EKR | Ethiopia Sidamo Keramo. The three-lettered acronyms originated from our vintage baggage tag inspired coffee labels, which are designed to celebrate the long journey coffee takes before it gets to the consumer. The coffees come in different sizes - 8 oz, 12 oz, 1 lb and 2 lbs, and the Explorer box has 2 oz or 4 oz of each coffee.



We ship the coffees in a light-weight recyclable envelope that fits in the mailbox. People always tell us that is the best-smelling mail they receive!

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.

We also create a unique web page for each coffee - here's the URL for CGM.

<https://driftaway.coffee/CGM/>



DRIFTAWAY COFFEE
EKR | ETHIOPIA SIDAMO
KERAMO

TASTING NOTES
Floral, Lemon & Berries

COFFEE PROFILE: Fruity

LABEL COLOR: Yellow

[FRONT OF POSTCARD]

COFFEE PRODUCER'S STORY

Keramo producers live in the Bombe mountains, at elevations reaching over 7,000 feet. They deliver their coffee to exporter Daye Bensa's local washing station: after realizing coffee from the Keramo village was extremely high quality and delicious, Daye Bensa opened a washing station there so that the coffee could be processed separately - this improves overall quality as well as traceability.



This is a Farmer Feedback coffee! Rate the coffee & send your notes to the farmers at driftaway.coffee/coffee-history

ROASTER'S NOTES

This Keramo lot is produced at Daye Bensa washing station, just like the Hamasho lot that we've roasted for the last few summers. After a rough year, the farmers putting together the Hamasho lot decided not to produce it, so we wanted to support neighboring farmers in this region by picking this Keramo lot. Its unique flavor profile is a bit different than Hamasho, with lemon and black tea notes. It also has some really nice aromas with floral and complex citrus notes.

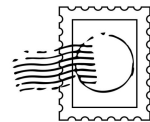
DID YOU KNOW?

Daye Bensa owns several washing stations, and each one only processes coffee cherries from that area: this coffee was gathered only from Keramo village.

LEARN MORE



Scan the QR code with your phone camera to learn more about this coffee, watch our roasters discuss the story behind it, and order more or request some for your next delivery! Or visit driftaway.coffee/ekr. Last date to order: 12th July 2023.



FROM

COUNTRY, REGION & VILLAGE
Ethiopia, Sidamo, Keramo

FARMERS & IMPORTER
Several smallholder producers
The Coffee Quest

PROCESSING TYPE
Washed

ALTITUDE
1800 - 2200 meters

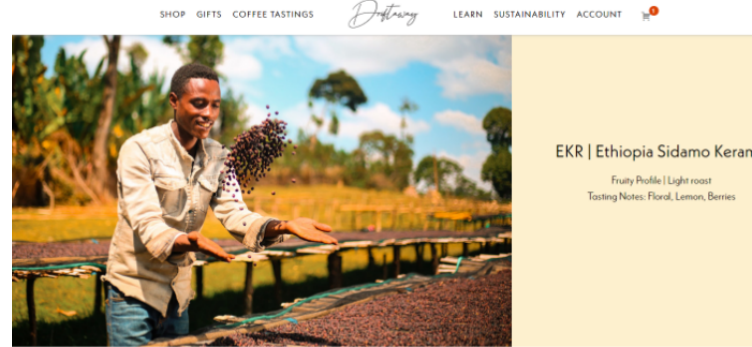
VARIETALS
Ethiopian Landraces

ROAST LEVEL
Light



This postcard was made from 100% recycled paper.

[BACK OF POSTCARD]



EKR | Ethiopia Sidamo Keramo

Fruity Profile | Light roast
Tasting Notes: Floral, Lemon, Berries

THE STORY BEHIND THIS COFFEE



IT ALL STARTS AT THE COFFEE FARM

EKR comes from the Sidamo region of Ethiopia, and was grown at incredibly high altitudes (2000+ meters or 7545 feet). If we were to zoom in Google Earth style, we'd first see Sidamo region in southern Ethiopia. Going further in, there is the Bensa woreda (district) on the eastern edge of Sidamo, and even closer, we see Daye, the main town in Bensa. But we're not there yet! Within Daye is the village of Keramo, where the producers live and grow coffee, all on very smaller plots of land.

We sourced this coffee through our importing partner, The Coffee Quest, and they in turn found it by partnering with the Ethiopian coffee export company Daye Bensa (sound familiar?). So, founded in 2006 by brothers Asela and Mulgeto Dukamo, isn't only an exporter: it's the Keramo washing station where this coffee was processed! At the washing station, fruit is separated from the seeds, and those seeds are washed, dried and prepared to be roasted around the world.

Keramo farmers' coffee cherries are ripe, they are harvested and then delivered to Daye Bensa's local washing station. Rather than having Keramo producers travel with their fruit to a neighboring village, Daye Bensa opened the Keramo washing station right in the village. This means that they don't have to worry about keeping Keramo coffees from coffees grown in other areas, and also, it means that farmers don't have to travel as far to get their coffee fruit.

Processing is a time that can really make or break a coffee, and Daye Bensa has been pretty amazing, high quality coffees: in 2021, they received 8th place in a national coffee competition!



James, Anu, Kenan and Stephen at NY Coffee Fest, 2023

TRACEABILITY

COUNTRY	REGION	IMPORTER	VARIETAL
Ethiopia	Sidamo	Coffee Quest	Ethiopian Landraces
PRODUCER	MILL / WASHING STATION	PROCESSING	ALTITUDE
Various Smallholders	Keramo	Washed	1800 - 2360 meters

DID YOU KNOW

According to Daye Bensa, the average cherry price paid to these farmers was 90 birr. This is compared to around 60-70 birr in other regions this year, and compared to around 25-30 birr just a couple of years ago!

PRICE TRANSPARENCY

\$5.35 Price paid by Driftway	1
\$4.30 Free on Board price	1
\$4.05 Farm Gate price	1
\$1.91 Fair Trade price per pound	1
\$1.71 Coffee C-Market price per pound	1
\$0.05 Driftway's World Coffee Research contribution per pound	1



This coffee travelled 7,053 miles to the Driftway Coffee roastery in Queens.

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

[SEND FARMER FEEDBACK](#)

WHY DID WE SELECT THIS COFFEE?



We were super excited to meet Kenan Dukamo (Asela's son) in person at this year's Specialty Coffee Association Expo. He let us know why the usual lot that we have sourced from Daye Bensa through Coffee Quest, called Hamasho, was not available: the farmers of Hamasho had a very bad year, and after seeing the state of the coffee fruit, they decided not to produce it. We were instead introduced to this coffee from Keramo.

Even though the two villages are both in the Bensa woreda, and the town of Daye, the flavors of the Keramo are unique and different from the Hamasho. The Hamasho had more raspberry and marzipan flavors, while this Keramo has flavors of lemon and black tea, with lovely floral aromas - a perfect coffee for this Fruity profile.

AVERAGE CUPPING SCORE

85.75 /100

[LEARN MORE ABOUT CUPPING SCORES](#)



From our survey, the Hamasho lot had more raspberry and marzipan flavors than the Keramo. The Hamasho had more raspberry and marzipan flavors, while this Keramo has flavors of lemon and black tea, with lovely floral aromas - a perfect coffee for this Fruity profile.

AVERAGE CUPPING SCORE

85.75 /100

[LEARN MORE ABOUT CUPPING SCORES](#)

85.75
SCAA Cupping Score

15 x 60 kg
Bags purchased

1 year
Length of producer relationship

100% (in 2022)
Transparent coffees purchased



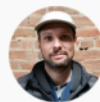
A note from Ian T.

Lead Roaster & Green Coffee Buyer

"Keramo is from the same washing station as our usual Hamasho lot that we have roasted for the last few summers. The farmers putting together the Hamasho lot had such a rough year that they decided not to produce it this year. We have decided to support the farmers in this region and the washing station by picking another lot that they have available. It is a unique flavor profile, a bit different than Hamasho with lemon and black tea notes. It also has some really nice aromas with floral and complex citrus notes. We are enjoying the Keramo lot this year while looking forward to seeing the Hamasho lot come back next year."

[READ MORE ABOUT THE SELECTION PROCESS](#)

HOW DID WE ROAST THIS COFFEE?



This coffee is being roasted by Ian T. from June 19th to July 14th 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.



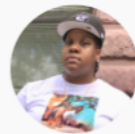
QUALITY CONTROL

We perform Quality Control via a process of coffee tasting called cupping on all of our production roasts once a week from home as per our Covid-19 shelter in place guidelines. Each cupping is conducted by our roasting staff Kieran D. 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

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 Torie, and supported by a rotating cast of local artists, musicians and independent professionals.



AT YOUR HOME

Brew this coffee with your favorite home brewer and enjoy the taste of incredible coffee! Here are a few tips on how to make the best coffee on each brewer.



Auto drip



Pour over



Iced coffee



French press



Espresso



Aeropress

View other posts about how to make better coffee at home on our blog [Coffeeacademy](#).

COST BREAKDOWN

For a typical 12 oz package of roasted coffee:

- 14 oz of Green Beans:
 - Farmgate price for Green equivalent: \$3.54
 - EXW price (includes export + import): \$4.68
- Roasting (Labor + Gas + Roaster Payment): \$1.50
- Packaging Labor: \$1.97
- Shipping: \$5.50
- Credit Card Processing fee: \$0.78
- Total Costs: \$17.97
- Price Paid by customer: \$19.00

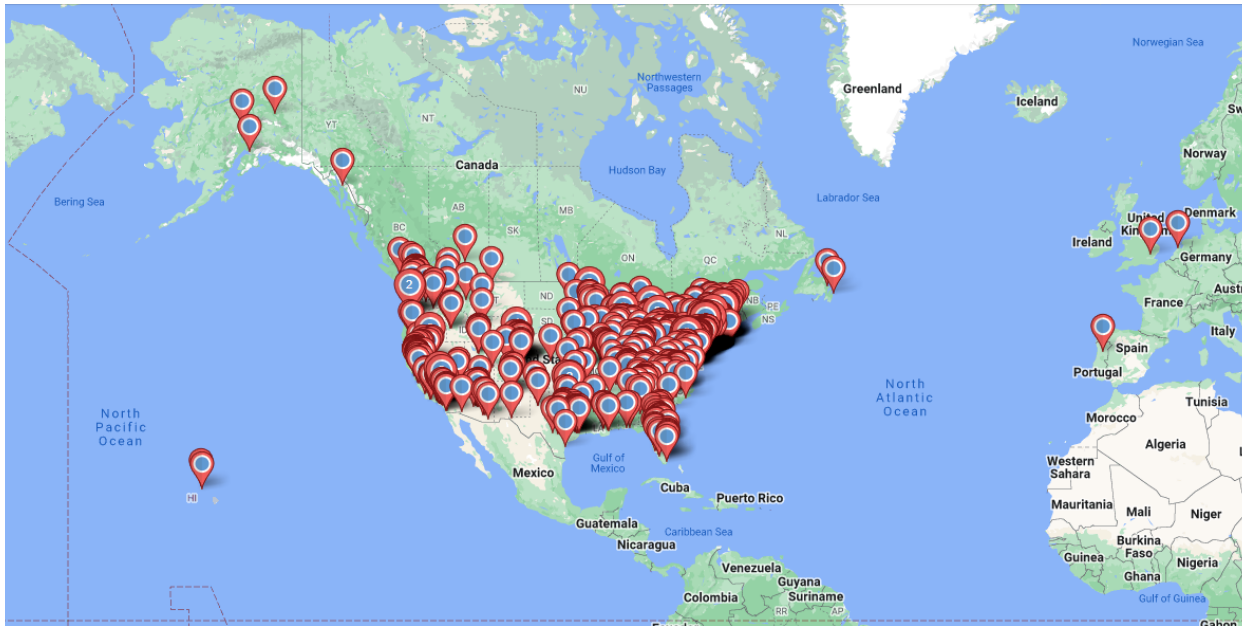
ABOUT THIS INFORMATION

- Green beans cost \$5.35 per pound (EXW price paid by Driftaway, includes export and import costs)
- 12oz roasted coffee uses 13 to 14 oz (0.8 lbs) of green coffee
- Packaging materials include coffee pouch, envelope, postcards etc
- 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.

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.

- 904 customers received this coffee in the mail
- All 49 states shipped to within the United States
- 579 cities and towns shipped to
- 2382 Lbs of coffee were shipped
- 3.5 days average days from roasting for first brew



CUSTOMER REVIEWS

Using the Driftaway website, our customers submitted ratings and reviews for the CGM coffee. On the form, customers are instructed to rate the coffee out of 100 pts, 60 points being average.

Note that these are not cupping scores or an indication of quality, they are an indication of how much each customer liked a cup of the coffee they brewed.

RATINGS

- Customer Ratings received: 10
- Mean rating: 80
- Average acidity rating: 39 (0 - low, 100 - high)
- Average body rating: 44 (0 - low, 100 - high)

REVIEWS

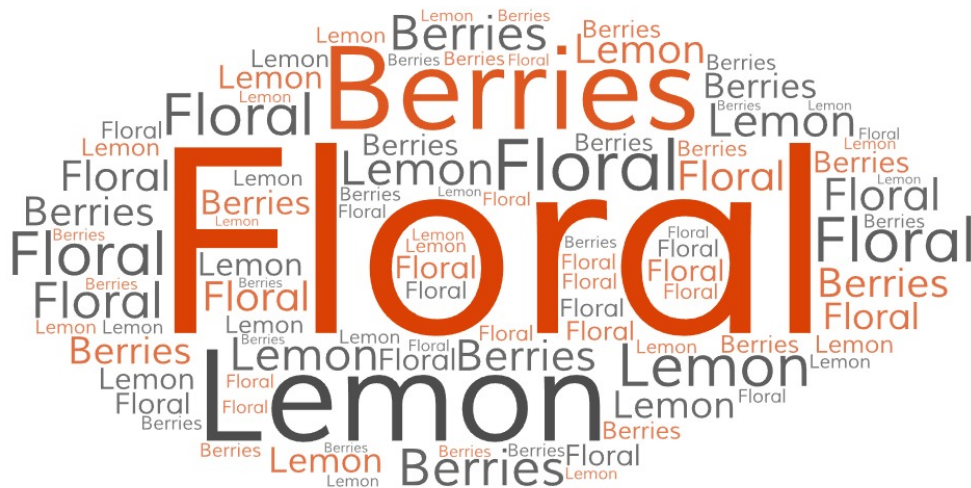
We asked our customers to share feedback with the farmer and the following responses were recorded:

"This is a really good coffee that I have thoroughly enjoyed. Very smooth with interesting and pleasant flavors. Would definitely buy again."

"Lovely coffee. Definitely better than most, just slightly acidic for my taste for drinking black. A touch of milk makes it perfect."

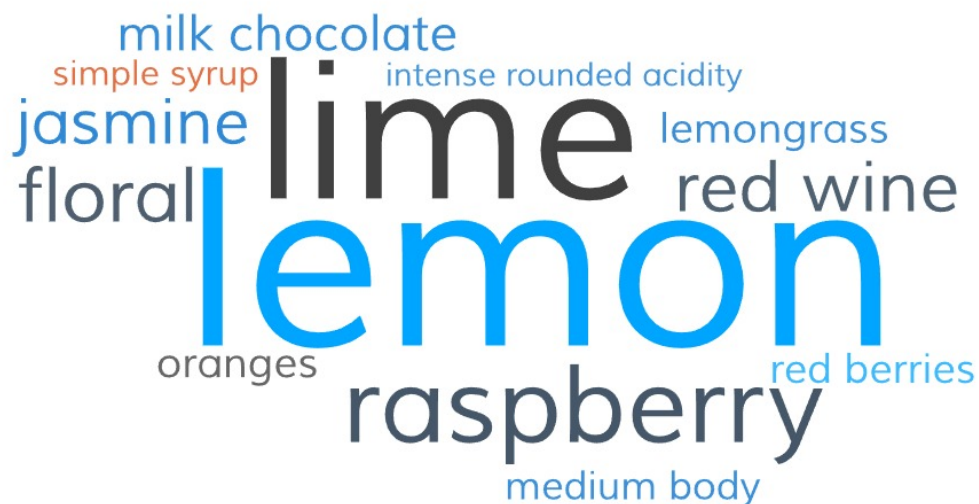
Tasting Notes

The following flavors were recorded on the tasting forms sent to our customers - the larger and darker the font, the more responses with that flavor were recorded.




Quality Control

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.




HOW CUSTOMERS REVIEW

All customers that received the coffee have access to a review screen under My Account where they can rate and review every coffee. Here's an example:



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.

HOW A DRIFTAWAY SUBSCRIPTION WORKS

Every subscription begins with a Coffee Explorer Box containing five profiles:

- Fruity: Light roasted African coffees, typically with delicate, fruity or floral tones.
 - Classic: Medium roasted coffees, usually from South America, with chocolaty & nutty notes.
 - Balanced: Light-medium roasted coffees, usually from Central America, that balance chocolate & fruity notes.
 - Bold: Medium-Dark roasted coffees from around the world, with bold, rich flavors.
 - Extra Bold: Dark roasted coffees from around the world, typically a blend with a more rounded flavor.
-
- Customers rate the profiles in their Explorer box, and their future deliveries are new coffees from their favorite profiles.
 - Driftaway educators teach them how to taste/cup them side by side, giving them a choice of joining us, watching a recording, or following along with a guide.
 - Every coffee comes with a virtual tasting class over Zoom held every week on a Saturday.
 - We change the coffees each 4 weeks, so it's a great way to try new coffees out - while knowing that it's always a coffee that our customers will love!

ABOUT THE DRIFTAWAY TEAM



Driftaway Coffee was started by Anu & Suyog, to fulfill their desire to create, do work they were passionate about, as well as their need for and interest in great coffee.

Read more about our story at <https://driftaway.coffee/ourstory>

The team has since grown to 19 amazing people all over the world:
<https://driftaway.coffee/ourteam>

CONTACT INFORMATION

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