



# FARMER FEEDBACK REPORT

FOR: Ecuador Pichincha Alambi

BY: DRIFTAWAY COFFEE

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

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.

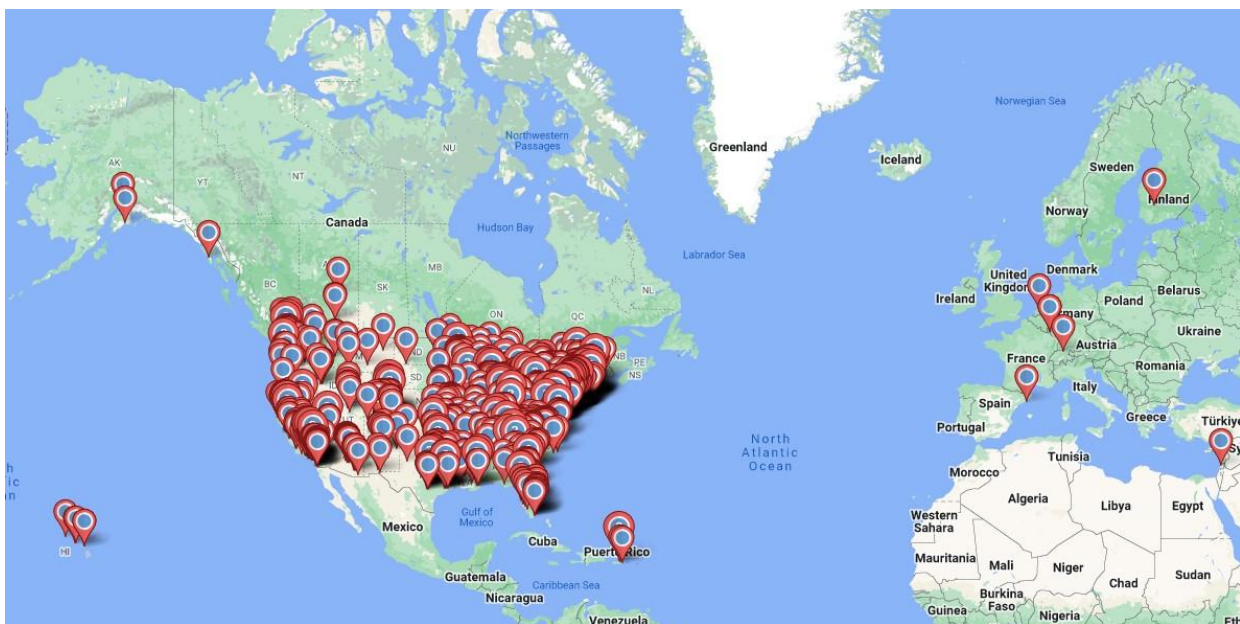
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



## 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.

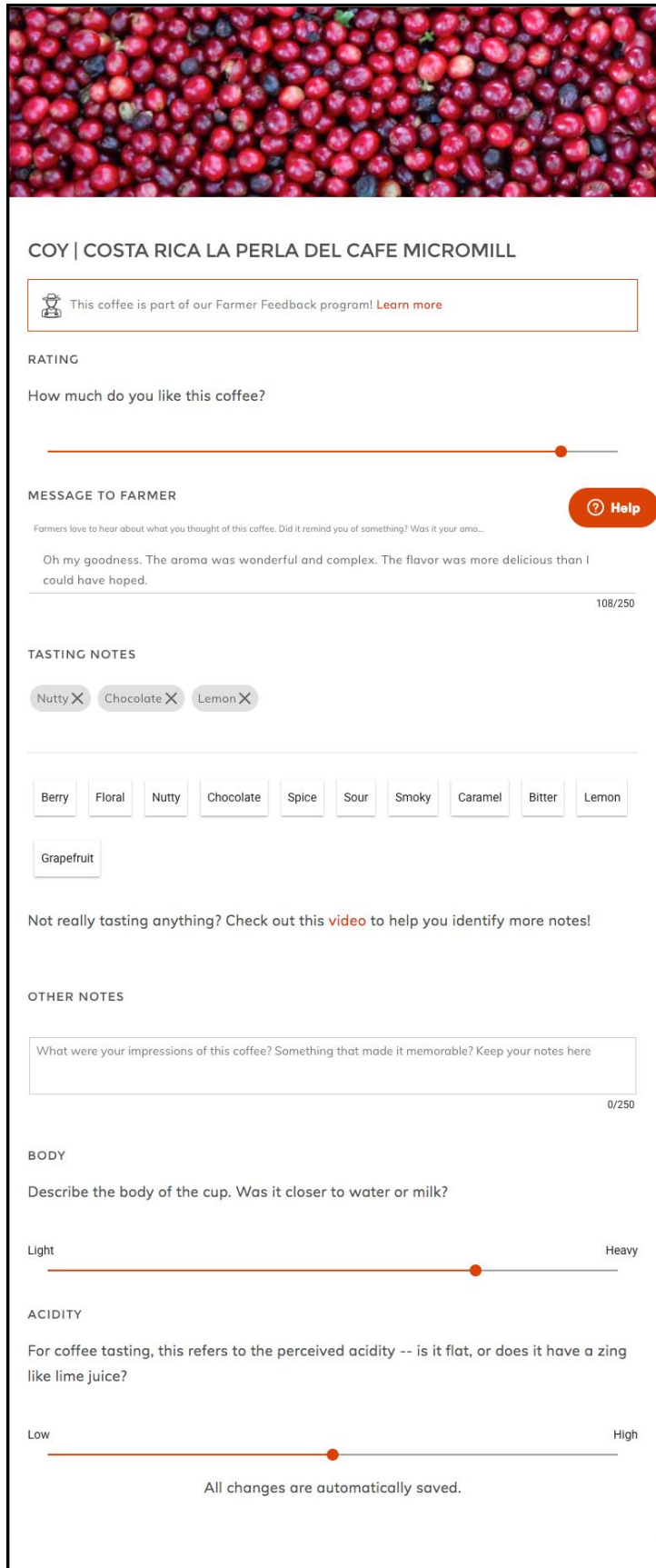
- 1379 customers received this coffee in the mail
- 52 states and territories shipped to within the United States
- Canada, Luxembourg, Finland, Switzerland, Israel, Netherlands, Spain shipped to outside of the US
- 818 cities and towns shipped to
- 68499+ cups of coffee were brewed
- 3.5 days average 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.

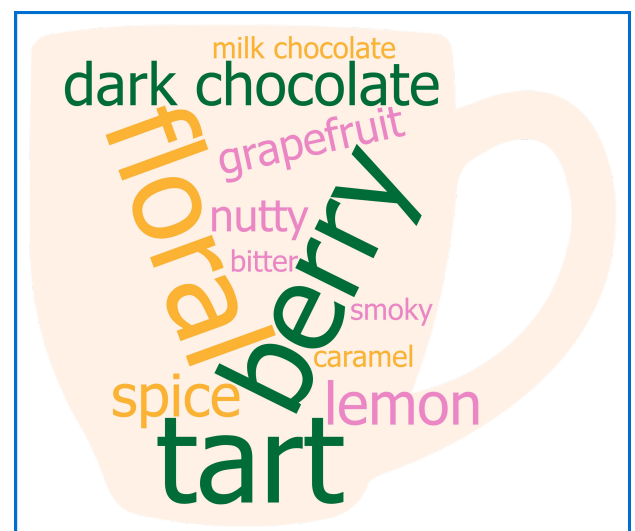
The rating for coffees is out of 100 pts, 60 points being average.

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: 22
- 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

“Beautifully light, with a lovely acidity and brightness, but still with some body and a great mouth feel, It's fabulous. Thank you!” Paul B., NY, US

“Muy sabroso; lleno de fresas, chocolate y caramel. Yo le gusto mucho!” Stanley G., CA, US

“I really liked the taste and aroma!” Kathryn J., NJ, US

“This coffee is similar to a great Yirgacheffe. The first taste is citrus but then fades away to something subtle. Still trying to put a description to its finishing notes. The aroma when ground and while brewing is incredible!” Ron T., MD, US

“Very good, thank you so much!” Lyrica Y., NY, US

“Magnificent! Wonderful aroma, flavor and 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?

For this coffee, it met these criteria for us:

Roast Level: Light roast

Coffee Profile Name: Fruity

SCA Cupping Score: 87.25

We usually feature coffees from East Africa in the Fruity profile, because it's much easier to find coffees with fruit flavors in that area of the world. However, this coffee from Ecuador is especially rare and special, and perfect for the Fruity profile this month. We roasted it in the Classic profile in the past, and it was an impressive coffee with a lot of sweetness and balance, but this year's harvest is spectacular with intense and delicious fruit flavors and aromas.

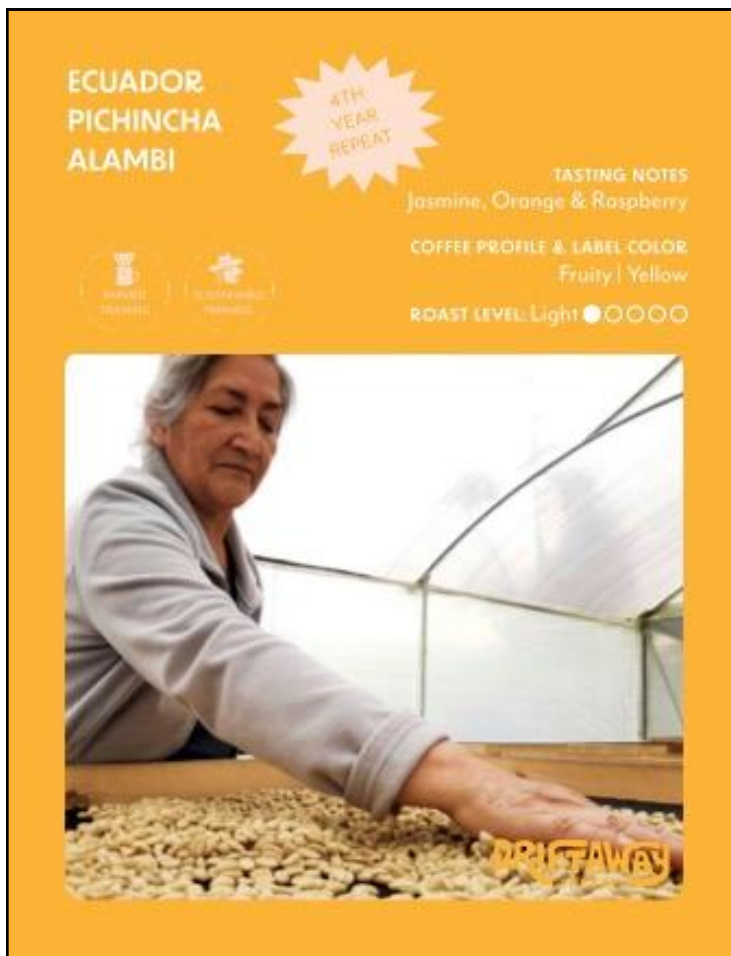
### Quality Control Tasting Notes

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.



**ECUADOR PICHINCHA ALAMBI**

**GROWERS** 5 producers

**PROCESSING** Semi-Washed


**VARIETAL** Sidra, Bourbon Mejorado

**ALTITUDE** 1300 - 1600m

**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](https://driftaway.coffee/farmer-feedback)

**COFFEE PRODUCER'S STORY**  
Grown northwest of Pichincha in northern Ecuador, this coffee comes from five coffee producers, like Wilma Lucia Peña Herrera Campaña, pictured. The area is extremely lush, with lots of rain and humidity and a warm summer. All of this creates excellent conditions for coffee growing.

**ROASTER'S NOTES**  
This special coffee from northern Ecuador has become one of our favorite Fruity profile coffees in the past couple of years. It started out in the Balanced profile, which uses a slightly darker roast, but we decided to move it to the Fruity profile after becoming familiar with its intensely fruity and floral characteristics. We usually feature this coffee around March, but this year we asked for quicker delivery so that we could have it ready to be the first Fruity profile of 2024!



**SCAN THE QR CODE FOR MORE DETAILS**  
Or visit [driftaway.coffee/ecpa](https://driftaway.coffee/ecpa)  
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/ECPA/>


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 COFFEE

LEARN SUSTAINABILITY ACCOUNT



### Ecuador Pichincha Alambi

Fruity Profile | Light roast  
Tasting Notes: Jasmine, Orange, Raspberry

NOTE: The tasting notes on this coffee's bag label and postcard are incorrect, but the ones above are correct! Sorry for the confusion!

THE STORY BEHIND THIS COFFEE

Harvested

May 2023

GREEN SELECTION

September 2023

ROASTING

December 31

QUALITY CONTROL

For 4 days after

PACKAGING & SHIPPING

Within 48 hours after

AT YOUR HOME

At least 100

#### IT ALL STARTS AT THE COFFEE FARM

Grown northwest of the province of Pichincha in northern Ecuador, this coffee comes from small-scale coffee growers. Farmers in the north of Ecuador are buggin' on 15 hectares (37 acres) or more, and the area is extremely lush with a nice warm summer, creating good conditions for growing coffee.

The contributing producers of Alambi are not only cultivators of coffee but also engage in secondary activities such as cattle farming for milk or meat, which provides them with an additional source of income. The passion and love for coffee have been passed down through generations, along with the farms that have become part of their legacy. While they have ancestral knowledge about coffee from their parents, they continue to learn and strive for improvements in order to achieve higher quality coffee.

These producers are mindful of their environmental impact and actively practice environmentally friendly techniques while protecting water sources, resulting in rich biodiversity on their farms. All of their coffee farms are shaded and managed using agroforestry systems, incorporating other crops such as guavas and papayas, which aid in nitrogen fixation in the soil.

These farmers participate in Coravela Coffee Importers' (CECA) education program. A team of educators educates farmers and their families on best practices to increase productivity and improve quality, and (CECA) efforts are aimed at making the farmers more profitable. Each year, they train over 2,000 coffee producers and make over 5,700 farmers, covering almost 300,000 km of road.

#### Coffee Processing

After the coffee fruit (aka cherries) are harvested, they are then taken to each producer's on-farm wet mill where they are pulped, meaning the coffee fruit is stripped off from the seeds (aka beans). After pulping, there is still some residual fruit and sugar on the seeds, and instead of washing this off right away, the coffee first undergoes fermentation in closed and airtight containers. In some cases, water is used during fermentation, while in others, no water is added. The fermentation period ranges from 24 to 48 hours, depending on the farmer's specific circumstances. Some producers go as far as to monitor the pH of the coffee seeds and remove them when they reach a range of 4.1 to 3.8 pH.

The next step involves washing the coffee two to three times before transferring it to the drying area, where it will take approximately 10 to 30 days to reach the desired humidity level.

Once the coffee is dried, the final parchment coffee (parchment coffee is coffee seeds with their last remaining natural protective layer still intact, called parchment) is occasionally stored on the farm for around one week. Subsequently, the growers transport the coffee to the purchasing station in Quito, where it undergoes analysis by a Coravela Quality Analyst. Initially, a representative sample is subjected to a thorough physical analysis, which measures moisture level, water activity, and to identify any physical defects. Following the physical analysis, the coffee is tasted to determine its quality grade. Finally, the parchment coffee is processed at Coravela's mill in Quito - this is where the final layer of parchment is removed from the seeds. The coffee is then shipped to the Colombian port to make its journey over sea to the US. Click here to learn more about coffee processing!

#### The Varietals

Just like apples have different varieties, and a Granny Smith tastes different from a Macintosh, coffee also has different varieties, some with more unique flavors than others. The Alambi is made up of rare varieties, particular to Ecuador, which contribute in part to its floral aroma and fruity flavors.

Some Sika is a hybrid coffee variety made from a cross between a Bourbon and a Typica variety (these varieties genetically related closely related). Sika can express a very unique, fruity, floral characteristics. It has the dense sugars and heavier body of a Red Bourbon variety, and the acidity typically associated with a Typica variety.

#### Miguelito

Genetic testing by World Coffee Research revealed that Miguelito is actually a Bourbon variety cross pollinated with an Ethiopian Landrace variety.

TRACEABILITY				PRICE TRANSPARENCY	
COUNTRY	REGION	IMPORTER	VARIETAL		
Ecuador	Pichincha	Coravela	Typica Mejorado, Bourbon, Sika	<b>\$4.85</b>	Price paid by Driftaway
PRODUCER	MILL / WASHING STATION	PROCESSING	ALTITUDE	<b>\$3.67</b>	Price paid by producer
Francisco Vilalba	Washed		1000 - 2000		



This coffee travelled 2,825 miles to the Driftaway 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 usually feature coffees from East Africa in the Fruity profile, because it's much easier to find coffees with fruit flavors in that part of the world. However, this coffee from Ecuador is especially rare, and special, and perfect for the Fruity profile this month. We love the way it tastes, it's a bit more intense in cupping than usual, and special, and perfect for the Fruity profile this month. We roasted it in the Classic profile in the past, and it was an impressive coffee with a lot of sweetness and balance, but this year's harvest is spectacular with intense and delicious fruit flavors and aromas.

AVERAGE CUPPING SCORE

87.25 / 100

LEARN MORE ABOUT CUPPING SCORES

87.25 SCAA Cupping Score

15 x 69 kg Bags purchased

4 years Length of producer relationship

100% (in 2023) Transparent coffees purchased

A note from Ian T.

Lead Roaster & Green Coffee Buyer

"Thanks to the Bourbon Mejorado and Sika varieties, this year's Alambi is bursting with intense fruit flavors. The coffee is further enhanced thanks to a subtle semi-washed process, making this exceptional Ecuadorian coffee deserving of its place in the Fruity profile, even among the intensely fruity East African coffees we usually roast."

READ MORE ABOUT THE SELECTION PROCESS

#### HOW DID WE ROAST THIS COFFEE?

This 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, Crepera. Once it does, it is approved for production.



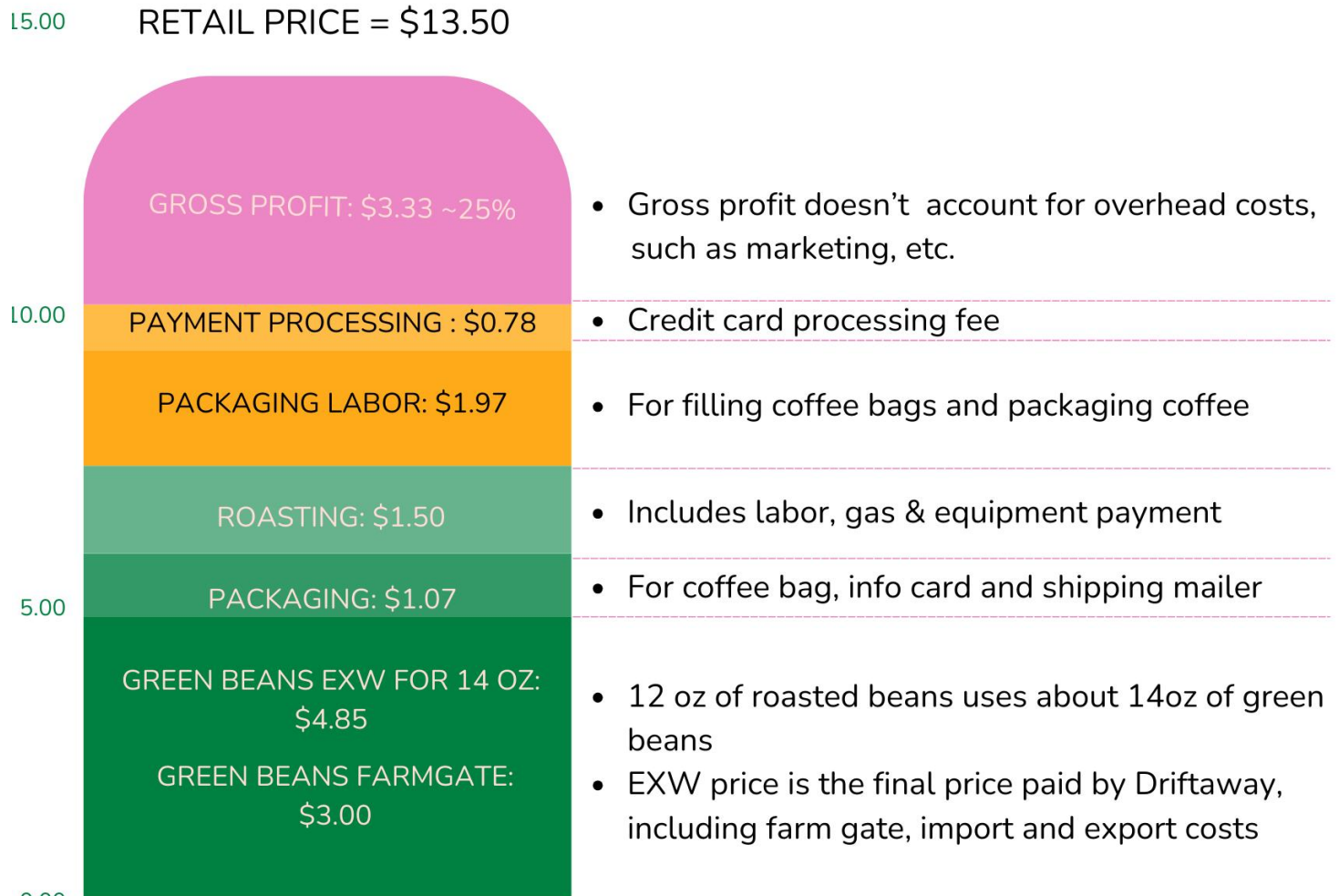
#### QUALITY CONTROL

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.

• If a coffee is not a good fit for our customers, we will not roast it.



# 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.