



# FARMER FEEDBACK REPORT

FOR: Uganda Sironko Honey Process

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.

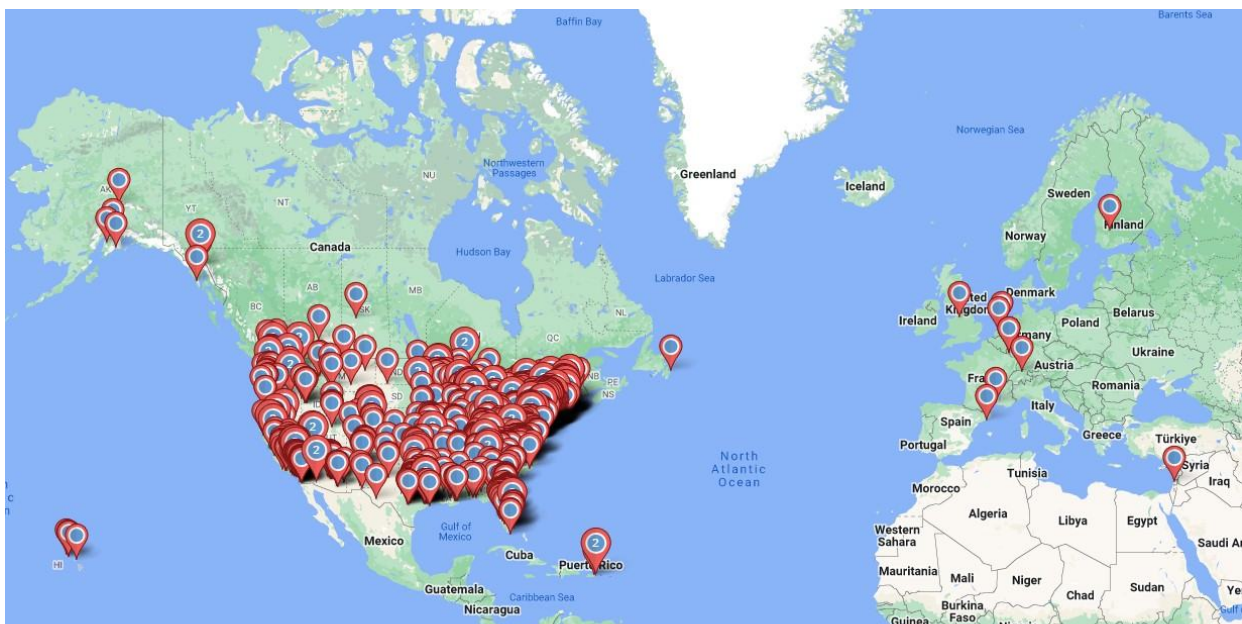
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



## 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.

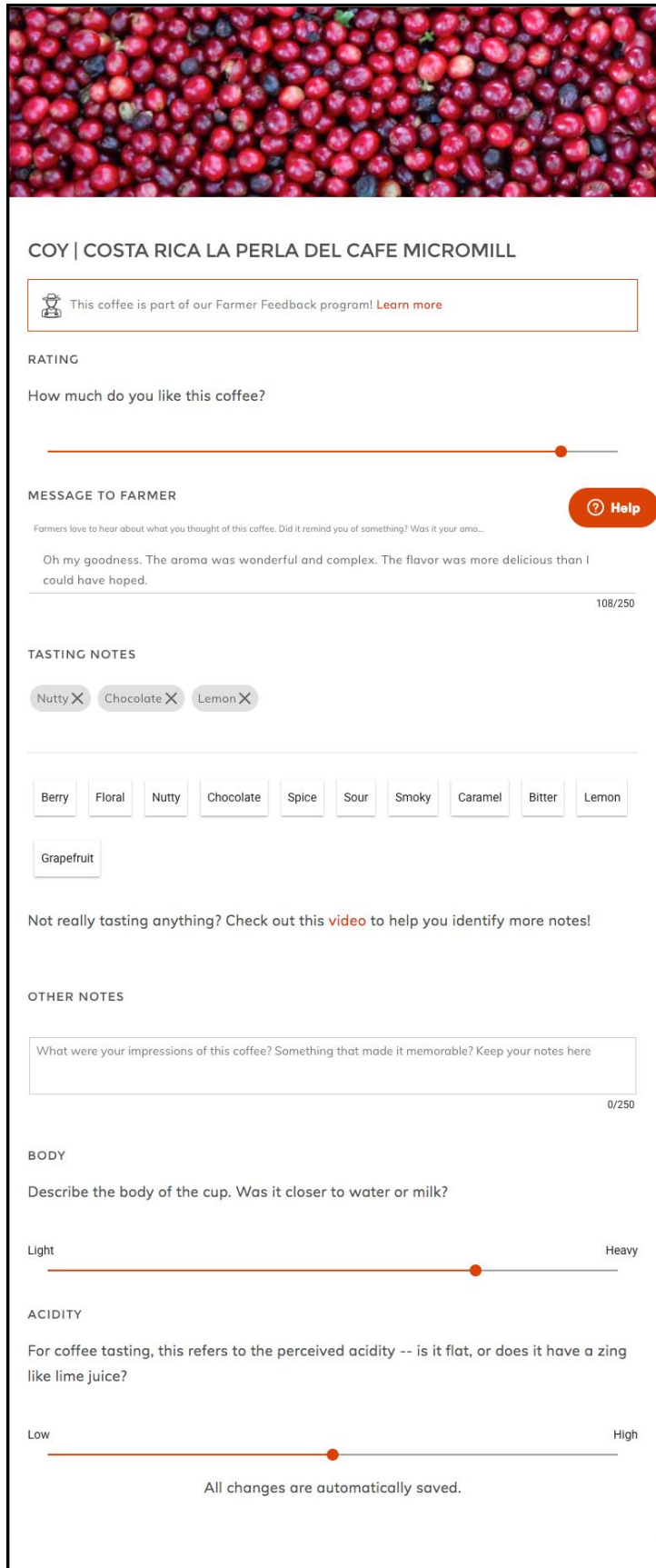
- 1666 customers received this coffee in the mail
- 55 states and territories shipped to within the United States
- Canada, Luxembourg, Finland, Switzerland, Israel, Netherlands, Spain, France, United Kingdom shipped to outside of the US
- 947 cities and towns shipped to
- 77734+ cups of coffee were 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.

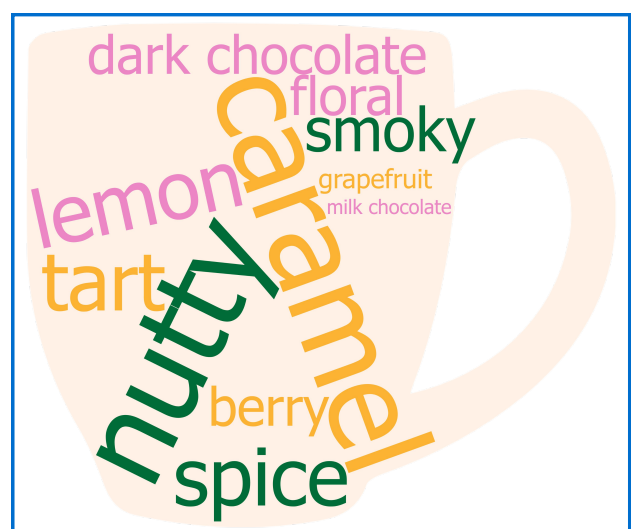
The rating for coffees is out of 100 pts, 60 points being average.

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: 37
- 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

"I've really enjoyed this coffee and I've drank a lot of it (since me, my sister, and girlfriend all have a bag!). There's a nice balance between acidity, body, and sweetness" John L., CA, CA

"This coffee perfectly fits the balanced profile. However, unlike some balanced coffees the acidity and bitterness don't feel muted. At the beginning of the sip, you taste the lime acidity, whereas at the end of the sip you taste the earthy bitterness" Elle L., CA, US

"Taste good I just like bold stronger coffee" Will D., GA, US

"It has a good light flavor and the fruitiness is definitely evident. Fruity just isn't my personal preference." Megan B., WI, US

"What a fantastic coffee! Rich in flavor, not too acidic, and well balanced." Wyatt S., AZ, US

"Lovely taste and my go to bean everyday" SAI L., CA, US

"This coffee is very well balanced and I believe the acidity in this was perfect for the warm tasting notes and was not overdone." Julie V., CA, CA

"I really enjoyed this coffee!" Richard P., TX, US

"Really liked this coffee. Great taste." Jeff L., WA, 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:

**Financial equity:** Because of the level of detail provided by Mountain Harvest, we know that each farmer was directly paid \$2.84/lb green for their coffee.

**Social equity:** We love that Mountain Harvest's work on Mt. Elgon includes investing in farmers through programs to diversify income (ie. beehives and avocado trees), regenerative agriculture training and financial literacy.

**Roast Level:** Light-Medium roast

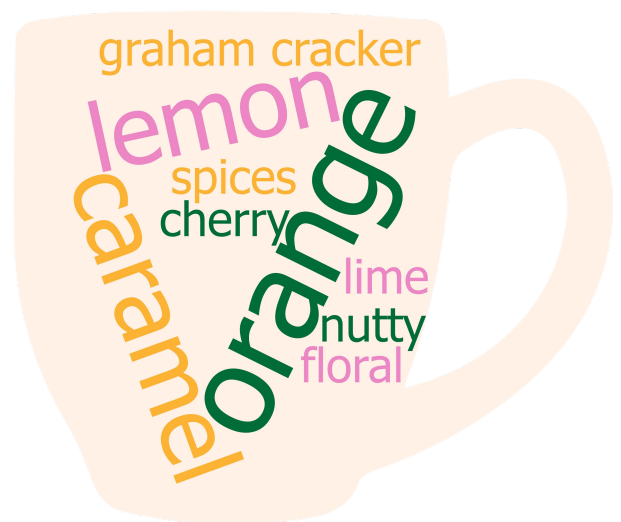
**Coffee Profile Name:** Balanced

**SCA Cupping Score:** 85.75

We are very excited to be featuring a coffee from Mountain Harvest again - and this time in the Balanced Profile! It's very rare to see lighter roasted Ugandan coffees with the brightness and clarity that this coffee has - it's one of best Ugandan coffees we've ever tasted.

### 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.



**UGANDA  
MT. ELGON  
SIRONKO**

**TASTING NOTES**  
Lime, Graham Cracker  
& Savory

**COFFEE PROFILE & LABEL COLOR**  
Balanced | Red

**ROAST LEVEL:** Light-Medium ●●○○○

**UGANDA MT. ELGON SIRONKO**

<b>GROWERS</b>	456 smallholder farmers	<b>PROCESSING</b>	Honey
<b>VARIETALS</b>	Nyasoland, SL-14, SL-28	<b>ALTITUDE</b>	1250 - 2200m

**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**  
From six communities on the slopes of Mt. Elgon, this coffee represents the work of 456 smallholder farmers. It was processed with Mountain Harvest Coffee at their centralized wet mill facility, a hub of innovation and research run by Ibrahim Kiganda (pictured) and his assistant Ruth Chebet. Ibrahim won the Uganda National Barista Competition 2022, and it's clear to see Uganda's excellence in these coffees through his work, and that of his teams.

**ROASTER'S NOTES**  
We're excited to feature another coffee from Mountain Harvest - and this time in the Balanced Profile! It's rare to see lighter roasted Ugandan coffees with this amount of brightness and clarity - simply put, it's one of best Ugandan coffees we've ever tasted. Mountain Harvest's work on Mt. Elgon has transformed the coffee's quality level as well as the potential for sustainable farmer livelihoods.

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

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

Uganda Sironko Honey Process

Cold Brew Balanced Profile Light-medium roast

Tasting Notes: Lime, Graham Cracker, Savory

THE STORY BEHIND THIS COFFEE

IT ALL STARTS AT THE COFFEE FARM

This coffee comes from six communities on the slopes of Mt. Elgon, and represents the work of 456 smallholder farmers. It was processed with Mountain Harvest at their centralized wet mill facility, a hub of innovation and research run by Ibrahim Kiganda (person) and his assistant Ruth Chobot.

Mountain Harvest staff members collect coffee fruit (or cherry) from some of the mountain's most isolated communities in Yiwawaka-Mayji, Bugirinyanya, Buriyvi, Makoli, Bukolosi, and Sipi. At Sironko Station, their expert staff have full variable control through infrastructure and tested protocols developed for the unique Ugandan context.

Equipped with years of data, Ibrahim fine-tunes his station and staff each season, allowing him to taste Mountain Harvest coffees to competitions globally to secure Uganda's place in the specialty industry. As Uganda's National Barista Competition winner (AFCA, 2022), you will be sure to see Uganda's excellence from Ibrahim to baristas in their coffees through Ibrahim's and his team's work.

The process

Farmers deliver their coffee to Sironko Station as ripe red cherries, which the staff pulps (removes the fruit from the seeds inside) and dries in three stages on raised beds within the facility. Since this is a "honey" process, there is much of the remaining fruit and sugar coating the seed. The first drying phase happens inside the Sironko open drying space for 2 to 3 days. Then it is rotated and monitored within a shaded section until moisture gets down to 15%. For final drying, the coffee is placed in the open drying space again until moisture levels reach 11%. Following this, there is a resting phase to cure and homogenize the parchment (dried coffee seeds with an more protective layer left on) in Mountain Harvest's temperature controlled warehouse before it is milled (milling removes that last protective layer, usually right before the coffee is shipped). [Click here](#) for more info about processing!

Cherry vs. Parchment

Many other estates within the new specialty coffee space of Uganda only want to purchase coffee from farmers in its cherry form so that they have more control over the variables that affect quality - even though most Ugandan farmers traditionally process the coffee on their own land. However, Mountain Harvest makes that "we must meet farmers in their understanding and traditions to make a lasting impact." Farmers of Uganda are familiar with selling home-processed parchment to middlemen who do not care for quality. Because of this, farmers keep this parchment as a physical form of savings, selling it off as they need money - eliminating the opportunity to access higher-paying markets and reinforcing unstable farm businesses."

The services that Mountain Harvest offers create steps toward resiliency for the farm and farmer. Ultimately, says Mountain Harvest, "we seek to position farmers as the experts of the farm, while Mountain Harvest takes on the expertise of coffee production. To reinforce this, we incentivize cherry sales by upping the price by over 30%. Taste the fruits of early adopter farmers who have been accessing Mountain Harvest services through the Paradigm Shifters menu."

We are excited to work with Mountain Harvest importers uniquely; they only work in Uganda, investing in farmers through programs to diversify income (e.g. beekeeping and avocado trees), regenerative agriculture training and financial literacy. These farmers are transforming Uganda into a quality coffee destination, and working to ensure a prosperous and sustainable future in coffee.

TRACABILITY

COUNTRY REGION IMPORTER VARIETAL

Uganda Mt. Elgon Mountain Harvest SL-14 SL-2B Shaded

PRODUCTOR MILL / WASHING STATION PROCESSING ALTITUDE

Sironko Sironko Station Honey 1500 - 2200 meters

DID YOU KNOW

After three years of research and pressuring local banking systems, Mountain Harvest decided to prove banks' wrong and invest in the farmers themselves with a grant provided by an INGO. In 2022, they launched a fully in-house processing facility, investing \$750,000 to develop a new facility.

PRICE TRANSPARENCY

\$5.04

Price paid by Driftaway

Not available

Free on Board price

\$2.84

Farm Gate price

\$2.09

Fair Trade price per pound

Kenya

Nairobi

SEND FARMER FEEDBACK

WHY DID WE SELECT THIS COFFEE?

We are very excited to be featuring a coffee from Mountain Harvest again - and this time in the Balanced Profile! It's very rare to see lighter roasted Ugandan coffees with the brightness and clarity that this coffee has - it's one of the best Ugandan coffees we've ever tasted. Mountain Harvest's work on Mt. Elgon has transformed the quality level, as well as the potential for sustainable farmer livelihoods.

Coffee from this area of Uganda has had a reputation for being inconsistent, and the Mountain Harvest Quality team dedicated their first three years of production research to figuring out why this is. They applied the lessons they learned from this research, and feedback from their roaster partners, to find innovative ways to increase coffee quality, and to keep that quality high year after year.

They invest in these coffee growing communities by funding grants to individual farmers, and using model farms, training in composting, cherry picking biodiversity, and organic certification. They also created 34 (and counting!) Village Savings and Loan Association (VSLA), including 3 that are women-led from the farmers of the Sipi community.

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 coffee purchase

A note from Ian T.

Lead Roaster & Green Coffee Buyer

"Coben is a famous coffee growing region similar to Antigua. San Lorenzo is owned by the same family that owns Santa Isabel, a coffee that made an appearance on our menu in previous years."

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, Cropster. Once it does, it is approved for production.

QUALITY CONTROL

We perform Quality Control via a process of coffee testing 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 supervisor Ian T. All coffees are evaluated on a scoring scale of 0 to 3.

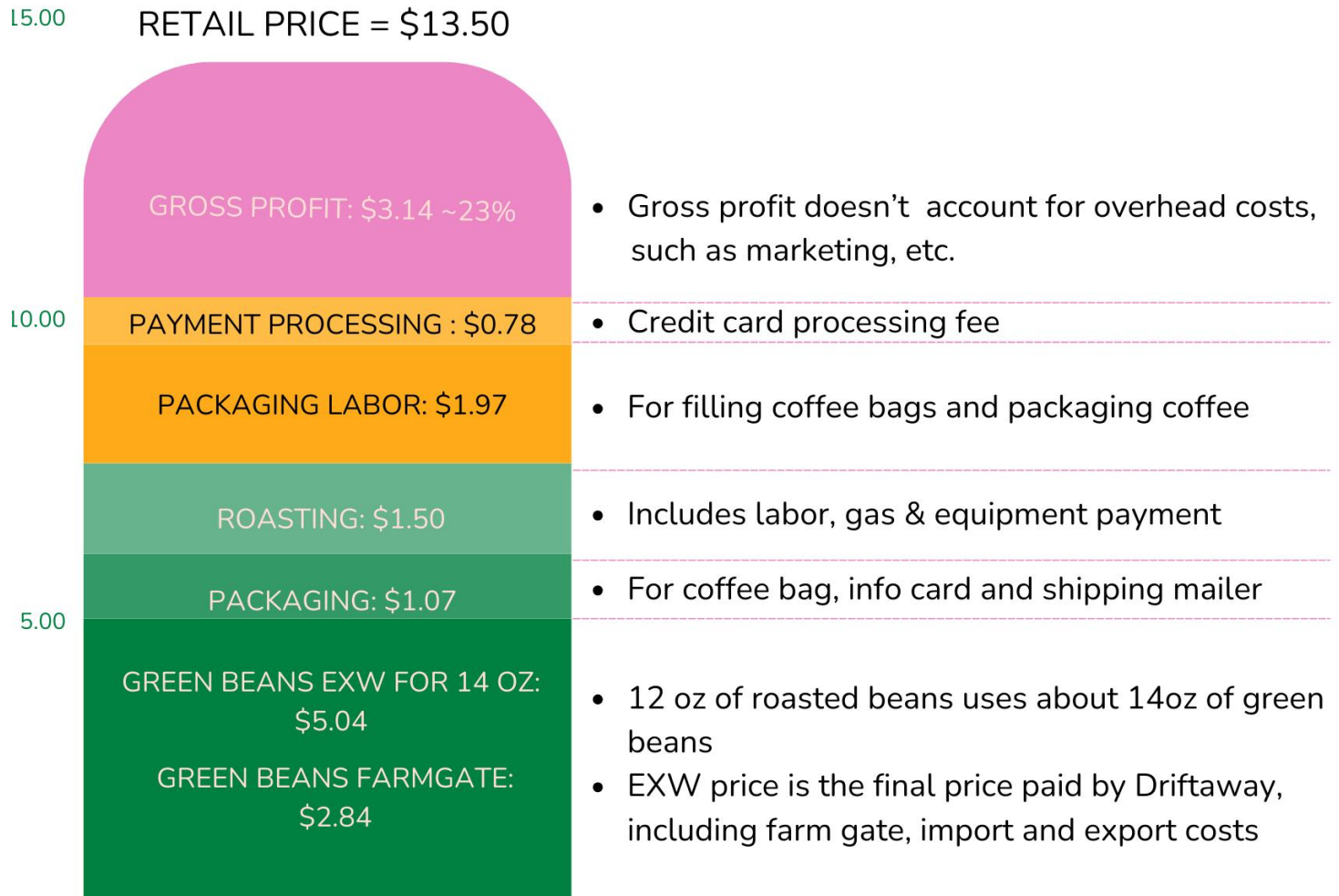
+ 3.0 = exceptional roast - exceeds expectations

+ 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



### 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.