



# FARMER FEEDBACK REPORT

FOR: BCN | Burundi Campazi Natural

BY: DRIFTAWAY COFFEE

Roasted between: July 17th, 2023 and August 16th, 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.

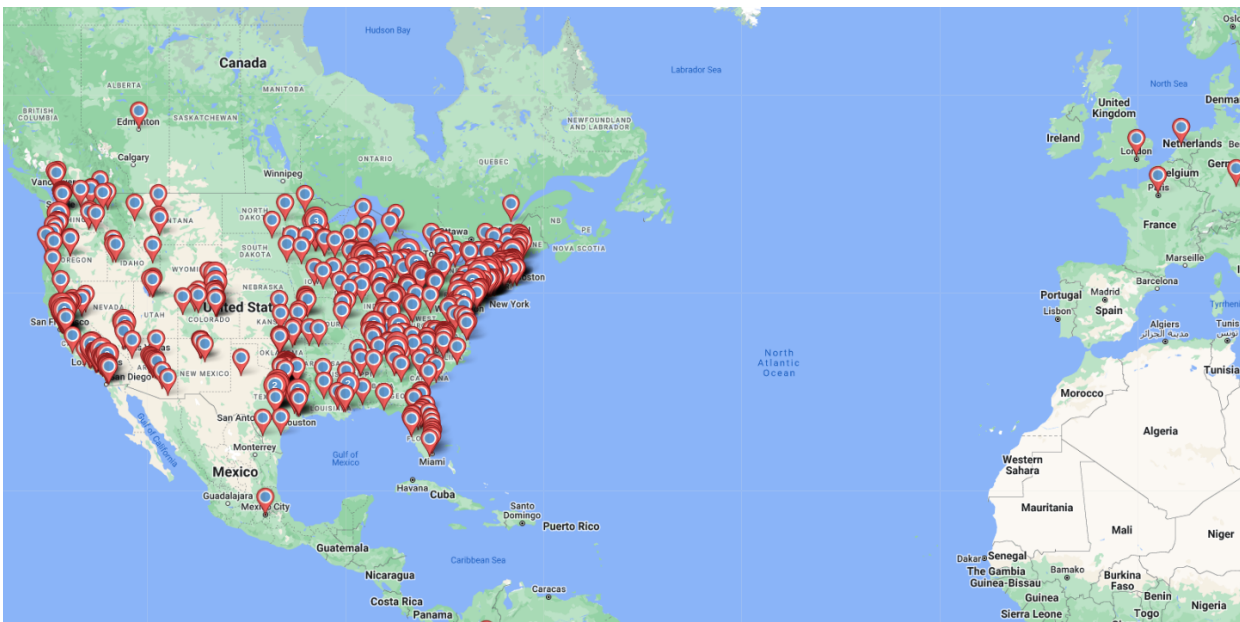
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



## 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.

- 839 customers received this coffee in the mail
- 48 states shipped to within the United States
- Canada, Mexico, Colombia, Germany, Netherlands, France, Israel, United Kingdom shipped to outside of the US
- 583 cities and towns shipped to
- 63958+ 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... [Help](#)

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: 70
- 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

“This coffee is exceptional. Smells of blueberry and sweet honey are incredible. Tasting notes of blueberry and honey are apparent and the occasional blood orange note is always a welcome surprise. The coffee is acidic, consistent, and complete.” John L. San Pedro CA

“This coffee continues to surprise me, with its bright acidic beginnings turning a bit bolder as the sip continues. It's a smooth cup that calmly washes over you bringing clear notes. This is an exceptional coffee. One of my favorites for sure!” Elle L. Newbury Park CA

“This coffee is very smooth and very nice for breakfast. The notes are subtle, but come to you in different times with each sip.” Marilyn D. Carbondale PA

“Best coffee I've had in a long time! I'll definitely be ordering more before it's gone!” Kenneth S. Saltillo MS

“Loved the coffee. It was very unique and I looked forward to brewing it every morning.” Matthew M. Sneads Ferry NC

“This coffee is so full of flavor! One of my all time favorites. Thank you for growing this wonderful coffee.” Tom T. Redlands CA

## 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 Profile

SCA Cupping Score from Driftaway: 86.5

### 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.



A word cloud of coffee tasting notes in various shades of blue. The words are: lime, herbal finish, lemon, peach gummy ring, cherry, caramel, peach, plum, citrus, and spice.

# 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.



<p>This coffee was produced by members of the Burundi Seeds Specialty cooperative in the Kayanza province of Burundi. Owned by good friends Juste Picasso Nduwayo, Zephyrin Banzubaze and Jeremi Nakimuhan, the BSS also runs their own processing station, where this coffee was processed naturally.</p> <p> This is a Farmer Feedback coffee! Rate the coffee &amp; send your notes to the farmers at <a href="https://driftaway.coffee/coffee-history">driftaway.coffee/coffee-history</a></p> <p><b>ROASTER'S NOTES</b></p> <p>This Campazi harvest was grown very close to last year's Ruvumu, both from the Seeds Cooperative. We had a chance to taste this coffee last year and were excited to select it as our natural processed Burundi for 2023. It took a long time to arrive due to logistics slowdowns in ocean freight, as has happened in the past few years. Luckily, this harvest has a really long shelf life and is still tasting incredible. This is a fun coffee with many intense and complex fruity notes.</p> <p><b>DID YOU KNOW?</b></p> <p>The three founders of BSS work collectively with coffee producing families to develop relationships and spread knowledge about coffee production. Producing coffee is not a business for the BSS members, it is a lifestyle.</p> <p><b>LEARN MORE</b></p> <p> 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</p>	<div style="text-align: right;">  </div> <p><b>FROM</b></p> <p>COUNTRY, PROVINCE &amp; COMMUNE Burundi, Kayanza, Campazi</p> <p>FARMERS &amp; IMPORTER Several smallholder producers Homage</p> <p>PROCESSING TYPE Natural</p> <p>ALTITUDE 1800 - 2200 meters</p> <p>VARIETAL Red Bourbon</p> <p>ROAST LEVEL Light</p> <p> This postcard was made from</p>
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# COFFEE WEBPAGE ON WEBSITE

We also create a unique web page for each coffee - here's the URL for your coffee: <https://driftaway.coffee/bcn/>

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.

**BCN | Burundi Campazi Natural**  
Fruity Profile | Light roast  
Tasting Notes: Honey, Blueberry, Blood Orange

**THE STORY BEHIND THIS COFFEE**

- FARM** Harvested: December 2022
- GREEN SELECTION** Harvested: August 2023
- ROASTING** Harvested: July 17 - August 16
- QUALITY CONTROL** Harvested: 1 to 4 days after roasting
- PRODUCTION & SHIPPING** Harvested: Within 24 hours from roasting
- AT YOUR HOME** Harvested: 1-4 days from shipping

**IT ALL STARTS AT THE COFFEE FARM**

This coffee was produced by members of the Burundi Seeds Specialty cooperative in the Kayanza province of Burundi. Specifically, these farmers are from the Campazi commune. Burundi is divided into 18 provinces, 119 communes, and 2,638 collines (hills). The province of Kayanza is known for producing exceptional coffees.

Owned by good friends Juste Picasso Ndawayo, Zephyrin Barabazare and Jerome Nakimuhana, the Burundi Seeds Specialty cooperative also owns and manages the UMOCO processing facility, where the 847 producers bring their cherries to be processed. UMOCO means light, which essentially reveals the importance of transparency for the cooperative. The three founders, Juste Picasso, Jeremiah Nakimuhana, Zephyrin Barabazare collectively work with coffee producing families to develop relationships and spread knowledge about coffee production. Producing coffee is not a business for the BSS members, it is a lifestyle. In some cases, these producers need to diversify income by delivering goods via bicycle such as coal or hosting a taxi service.

TRACEABILITY				PRICE TRANSPARENCY	
COUNTRY	REGION	IMPORTER	VARIETAL	PRICE	DESCRIPTION
Burundi	Nyaga	Homage	Red Bourbon	\$5.75	Price paid by Driftaway
Producers	MILL / WASHING STATION	PROCESSING	ALTITUDE	\$5.25	Free on Board price
Smallholders	Burundi Seeds Specialty Coop	Natural	1800 - 2200 meters	Not available	Farm Gate price

**DID YOU KNOW**

The cooperative, Burundi Seeds Specialty, has their own Instagram page! Check them out at [@burundiseedsspecialty](#)

**Nov 2022: \$1.74**  
Coffee C-Market price per pound

**\$0.05**  
Driftaway's World Coffee Research contribution per pound

This coffee travelled 7094 miles to the Driftaway Coffee roastery in Queens.

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

**AVERAGE CUPPING SCORE**  
86.5 /100

**LEARN MORE ABOUT CUPPING SCORES**

**86.5** SCAA Cupping Score  
**18 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

"This is a lot related to last year's Ruvumu from the Seeds Cooperative in Nyaga. We had a chance to taste this coffee during harvest last year and were really excited to select it as our Natural Process Burundi for 2023. It took a long time to arrive due to logistics slowdowns in ocean freight, as has happened in the past few years. However, this coffee luckily has a really long shelf life and is tasting great today. It's going to be a fun one with many intense and complex fruity notes."

**READ MORE ABOUT THE SELECTION PROCESS**

**HOW DID WE ROAST THIS COFFEE?**

This coffee is being roasted by Ian T. from July 17 to August 16 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**

## 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.