



FARMER FEEDBACK REPORT

FOR: Colombia Antioquia La Sierrita

BY: DRIFTAWAY COFFEE

Roasted between: May 21st 2023 and June 14th 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

Due to our online business model, our customers can rate and review every coffee they receive. So, for the Farmer Feedback program, we share these customer ratings and reviews directly 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

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.

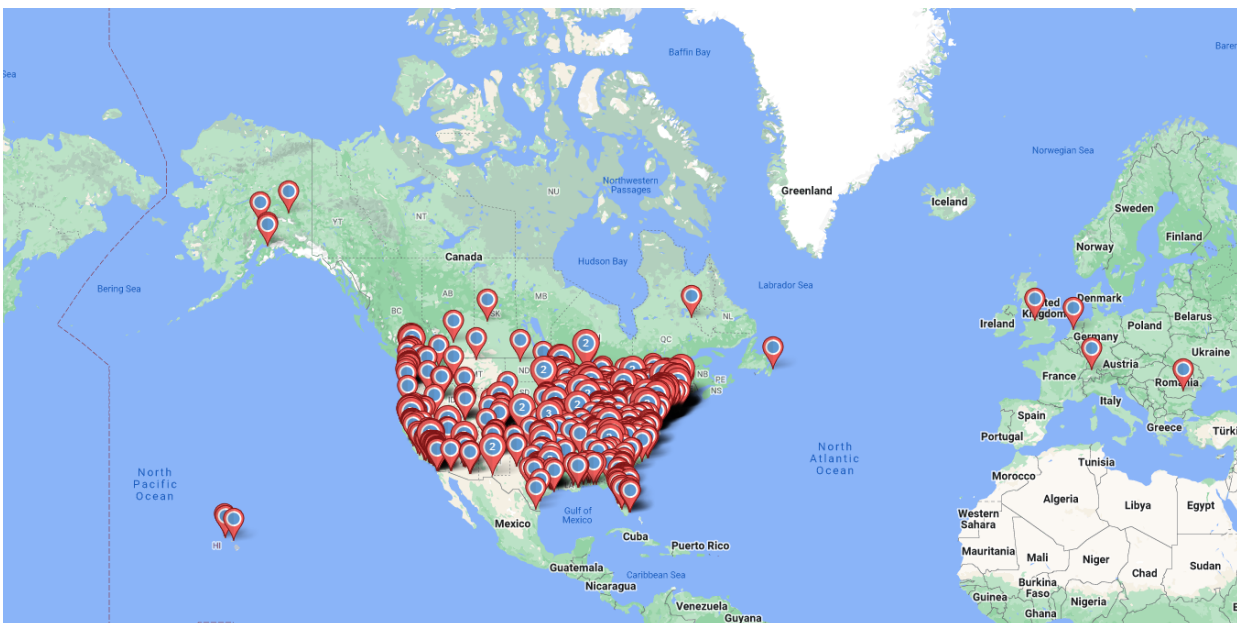
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



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.

- 1322 customers received this coffee in the mail
- All 50 states shipped to within the United States
- 754 cities and towns shipped to
- 82304+ 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.

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

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: 68
- Mean rating: 80

CUSTOMER TASTING NOTES

Grapefruit
Nutty Sour
Floral
Berry Bitter

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 has been our all time favorite. And after visiting Columbia and seeing the efforts necessary to access the coffee- just wow!!!” Beverly B., Georgia, USA

“Amazing coffee. Very well balanced. I could drink this all day.” Elisabet W., Texas, USA

“Enjoyed the coffee so much i ordered more while it was still available. Thank you.” Michael O T., Ohio, USA

“Great flavor alone without mixing.” Robert W., New Jersey, USA

“I have been subscribing to Driftaway for years now, and this Colombia Antioquia La Sierrita is easily among my top few coffees I’ve had!” Mike W., Kansas, USA

“Very tasty! Thanks for your work. Among the best we’ve had with this program!” Jerome F., New York, USA

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: Full price transparency to Farm Gate

Roast Level: Light-Medium

Coffee Profile Name: Balanced

SCA Cupping Score: 85.75

This is the third year that we have purchased this coffee through Coffee Quest, and we are just as impressed as ever. The coffee is incredibly tasty, and it was a real crowd pleaser.

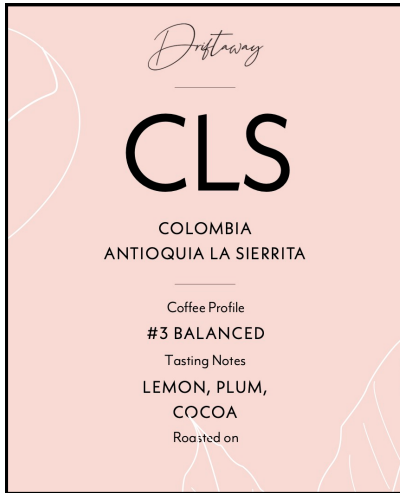
Quality Control Tasting Notes

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.

lemon
simple syrup medium body red berry
intense rounded acidity lemongrass
rounded acidity lemongrass
lime jasmine milk chocolate
red wine

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.



COFFEE PRODUCER'S STORY

Grown high in the mountains in northwestern Colombia, La Sierrita represents the work of 24 producers, including Rubiel Higueta, Joaquin Emilio Higueta, Aristobulo Manco and Luis Alberto Manco, pictured left to right with Stephen from Coffee Quest. Their individual contributions were carefully constructed by Stephen, Sirley and the team at Coffee Quest, with every small lot individually tasted (or "cupped") various times before being included in the main lot.



This is a Farmer Feedback coffee! Rate the coffee & send your notes to the coffee growers at [driftaway.coffee/coffee-history](mailto:driftaway.coffee@coffee-history)

ROASTER'S NOTES

This late arrival from northern Colombia is a real crowd pleaser, with lots of sweetness and mellow fruit notes. This will be the last Colombian coffee for our winter to spring offerings before we move on to some Central American coffees for the summer.

DID YOU KNOW?

The department of Antioquia is the 2nd largest producer of coffee in Colombia.

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/cls. Last date to order: 14th June 2023.



FROM

COUNTRY & REGION
Colombia, Antioquia

PRODUCERS & IMPORTER
24 smallscale farmers
Coffee Quest

PROCESSING TYPE
Washed

ALTITUDE
1700 - 2200 meters

VARIETAL
Caturra, Colombia, Castillo

ROAST LEVEL
Light - Medium



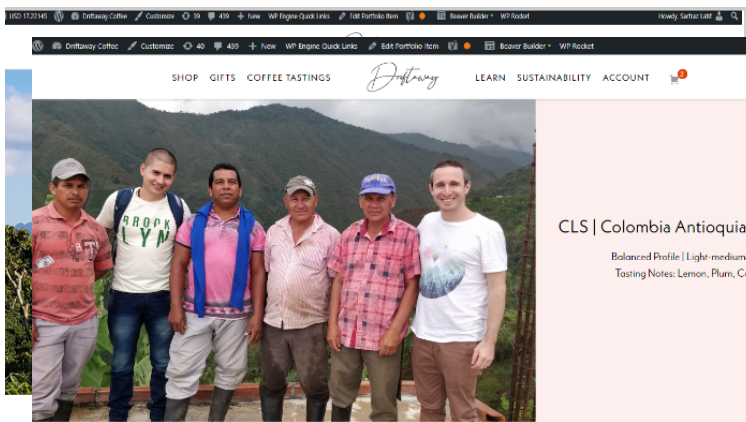
This postcard was made from 100% recycled paper.

COFFEE WEBPAGE ON WEBSITE

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

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.



AVERAGE CUPPING SCORE

85.75 /100

LEARN MORE ABOUT CUPPING SCORES

85.75 SCAA Cupping Score

13 x 70 kg Bags purchased

3 years Length of producer relationship

100% (in 2022) Transparent coffees purchased

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

"This late arrival from northern Colombia is a real crowd pleaser with lots of sweetness and mellow fruit notes. This will be the last Colombian coffee for our Winter to Spring offerings before we move on to some Central American coffees for the Summer."



IT ALL STARTS AT THE COFFEE FARM

This coffee is grown in the mountains in northwestern Colombia, La Sierra represents the work of 24 smallholder producers whose individual contributions were carefully constructed by Stephen, Sirley and the rest of the Coffee Quest Importers, with every small lot individually tested (or "cupped") various times per year, with the best beans being included in the main lot.

When the Coffee Quest's cupping lab was down in the town of Medellin, but now they're up in the mountains, coffee is next to many of the producers they work with. The majority of the producers in their area are in this area of the mountain, so it's a great opportunity to give real-time feedback.

By having a team effort between this local lab and the main lab in Medellin. This year's coffee was first cupped by Sirley, a daughter of one of the producers. Sirley and the team at Driftaway did all of the filtering and first tastings, and then the rest of the team tastes them again to ensure quality.

If harvest, we were able to sit down with both Stephen and Yessica (who ran the lab in Medellin), and you can check out the interview [here!](#) The discussion covers topics ranging from specialty coffee in Antioquia, the work Yessica did to taste all of the coffees that were produced in 2022, to how the team in Medellin tastes them again to ensure quality.

Landscape of Giraldo

| TRACEABILITY | | | | PRICE TRANSPARENCY |
|--|-----------|--------------------|--------------|--|
| COUNTRY | REGION | PROCESSING | IMPORTER | \$4.10 Price paid by Driftaway |
| Colombia | Antioquia | Washed | Coffee Quest | |
| PRODUCER | VARIETAL | ALTITUDE | | Not available Free on Board price |
| 24 smallholder producers | Caturra | 1700 - 2200 meters | | |
| DID YOU KNOW | | | | Not available Farm Gate price |
| The department of Antioquia is the 2nd largest producer of coffee in Colombia. | | | | |
| | | | | \$1.96 Fair Trade price per pound |
| | | | | \$1.76 Coffee C Market price per pound |
| | | | | \$0.05 Driftaway's World Coffee Research contribution per pound |

READ MORE ABOUT THE SFICTION PROCESS

HOW DID WE ROAST THIS COFFEE?

This coffee is being roasted by Ian T. from May 21st to June 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

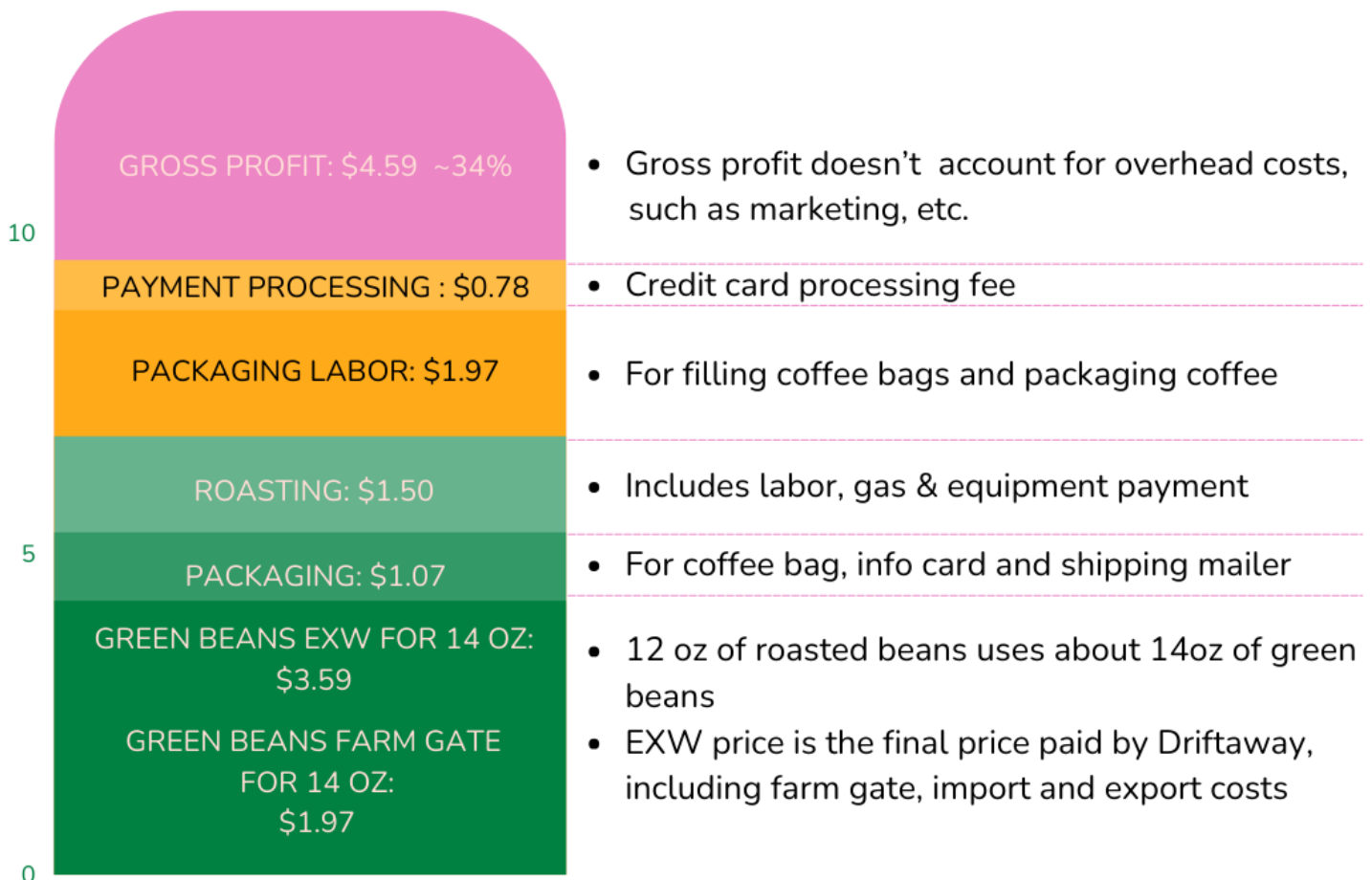
PRODUCTION AND SHIPPING

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

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

15

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.