



FARMER FEEDBACK REPORT

FOR: CTB | Colombia Tolima Tala Bocanegra

BY: DRIFTAWAY COFFEE

Roasted between: November 6th, 2023 and December 1st, 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.

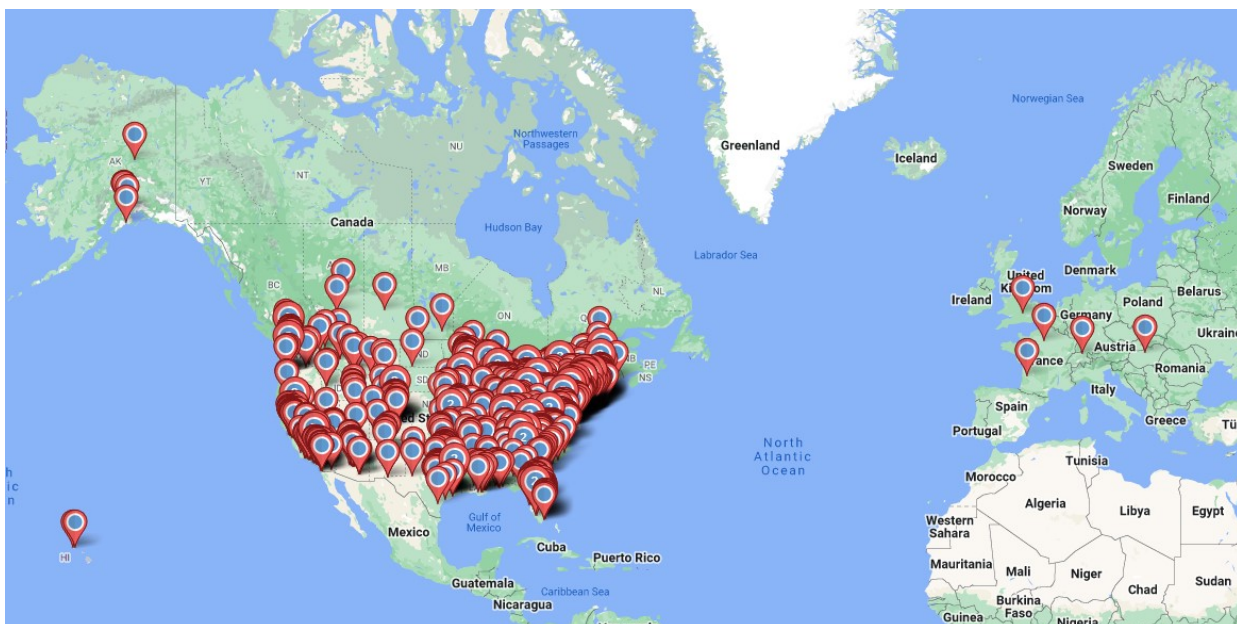
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



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.

- 1238 customers received this coffee in the mail
- 53 states and territories shipped to within the United States
- Canada, United Kingdom, France, Australia, Switzerland, Hungary shipped to outside of the US
- 823 cities and towns shipped to
- 37926+ 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?

100% (slider)

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 (slider)

ACIDITY
For coffee tasting, this refers to the perceived acidity -- is it flat, or does it have a zing like lime juice?
Low High (slider)

All changes are automatically saved.

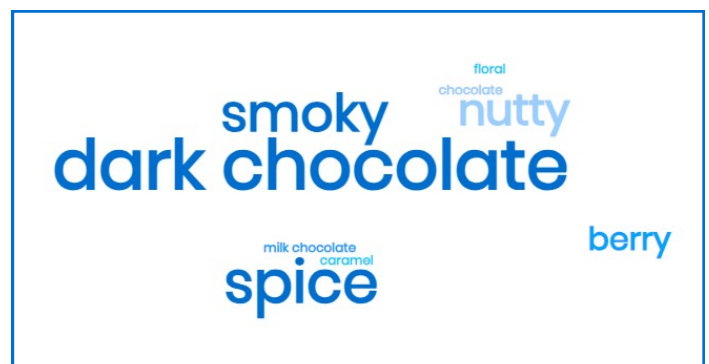
The rating for coffees is out of 100 pts, 60 points being average.

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: 47
- 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 is the most delicious coffee I have ever had. I just bought a 5 pound bag. Thank you so much for your excellence! YUM! Lindsey P. WA, US

I love the hearty flavor! Dan S. MO, US

Produced a balanced cold brew with lingering sweetness. I love it as part of the dark spectrum.
Jay B. PA, US

This has been my favorite Driftaway coffee yet!
Chas C. IL, US

one of the best of the year, bold but very smooth & flavorfull. Vicki S. MI, 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?

Roast Level: Dark

Coffee Profile Name: Extra Bold

SCA Cupping Score: 86.75

We have been on the lookout for delicious coffees grown by women farmers, and when we tasted this offering from The Coffee Quest, we knew it was destined to be a great Extra Bold profile. The body is creamy and heavy, which is a great quality in a coffee prepared as a dark roast!

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:



This is the box that your coffee goes into:



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.

COLOMBIA TOLIMA TALA BOCANEGRA

WOMEN OWNED FARMS

TASTING NOTES
Winter Spices, Cocoa & Herbal

COFFEE PROFILE & LABEL COLOR
Extra-Bold | Pink/Purple

ROAST LEVEL: Dark ●●●●●

FARMER TRAINING **SMALLHOLDER FARMERS**

DRIFTAWAY COFFEE

COLOMBIA TOLIMA TALA BOCANEGRA

GROWERS	Four smallholder farmers	PROCESSING	Washed
VARIETALS	Red Bourbon	ALTITUDE	1975m

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

COFFEE PRODUCER'S STORY
This 100% women-produced coffee from Angelica Rojas, Diana Zambrano, Aseneth Bedoya, and Mercedes Vasquez was grown high up in the Andes mountains of Colombia. They are 4th generation coffee growers working closely with their families, not only keeping the tradition alive, but improving their practices by implementing sustainable farming, such as water treatment plants and organic fertilizers.

ROASTER'S NOTES
We were super impressed when we first tasted this lot from women smallholder farmers in Tolima, Colombia. It is a very intense coffee with a huge weight to the body. This makes for a really great dark roast with balance between body and sweetness combined with complex aromas.

SCAN THE QR CODE FOR MORE DETAILS
Or visit driftaway.coffee/ctb
Last date to order more: 29th Nov 2023
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/CTB/>

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 LOGIN

CTB | Colombia Tolima Tala Bocanegra
Extra Bold Profile | Dark roast
Tasting Notes: Winter Spices, Cocoa, Herbal

THE STORY BEHIND THIS COFFEE

- FARM: Harvested April 2023
- GREEN SELECTION: October 2023
- ROASTING: November 2023
- QUALITY CONTROL: First cupping
- PRODUCTION & SHIPPING: Winter 2023
- AT YOUR HOME: 14 days from roasting

IT ALL STARTS AT THE COFFEE FARM

This coffee was grown and harvested by four women producers: Angélica Rojas from Finca La Gloria, Diana Zambrano from Finca La Esperanza, Aseneth Bedoya from Finca Marañón, and Mercedes Vasquez from Finca El Ventilador. Having grown up in Tolima in western Colombia, they are all exceptional in their craft and bring a lifetime of experience to each harvest. We were really excited to be able to get this coffee from importing partner The Coffee Quest, who has been working with these farmers, as well as their extended family.

Each farm is 7 hectares on average, and all of the women are 4th generation coffee growers, working alongside the ASOPEP coffee cooperative and Jorge Elias Rojas from Finca El Jardín (Mercedes is Jorge's mother!), to elevate their craft and achieve unique coffees. This lot is the representation of the hard work between all parties involved.

Although not certified organic, growers in this region of the country have a strong sense of environmental responsibility and use many clean practices on their farms. Marco Main, Impact Coordinator for The Coffee Quest explains, "For example, the women of Tala Bocanegra have an adequate wastewater management system for washing coffee, and they use the coffee husks from the washing process for composting."

They employ a number of other sustainable practices, says Marco, such as, "the diversified planting of coffee plots, which benefits the soils and internal ecosystems of each farm, as well as the family economy and food security, since many of these species planted in the middle of the crop produce food for family consumption. On the other hand, this group of women demonstrates a solid and collaborative family economy, since all family members support each other to improve their productivity and the quality of each batch produced."

TRACEABILITY				PRICE TRANSPARENCY	
COUNTRY	REGION	IMPORTER	VARIETAL	\$4.25	Price paid by Driftaway
Colombia	Tolima	Coffee Quest	Red Bourbon		
PRODUCER	MILL / WASHING STATION	PROCESSING	ALTITUDE	\$2.89	Free on Board price
Angélica Rojas, Diana Zambrano, Aseneth Bedoya, Mercedes Vasquez	ASOPEP Cooperative	Washed	1975 meters		
DID YOU KNOW				\$2.12	Farm Gate price
With careful handpicking and hand-sorting of the ripest Red Bourbon cherries, they take their coffees to the Wel-Mill of La Roca State, where they follow rigorous processing and drying protocols. It starts with an initial 24-hour in-cherry dry fermentation before being de-pulped, followed by a second 36-hour fermentation. Afterwards, the coffee is washed and placed to dry for an initial 7 days in Marquisina until reaching 25% moisture.				\$1.79	Fair Trade price per pound
				\$1.49	Coffee C-Market price per pound
				\$0.05	Driftaway's World Coffee Research contribution per pound

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AVERAGE CUPPING SCORE
86.75 / 100

LEARN MORE ABOUT CUPPING SCORES

86.75 SCAA Cupping Score
10 x 69 k Bags purchased
1 year Length of producer relationship
100% (in 2022) Transparent coffees purchased

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

"We were super impressed when we first tasted this lot from women smallholder farmers in Tolima, Colombia. It is a very intense coffee with a huge weight to the body. This makes for a really great dark roast with balance between body and sweetness combined with complex aromas."

READ MORE ABOUT THE SELECTION PROCESS

HOW DID WE ROAST THIS COFFEE?

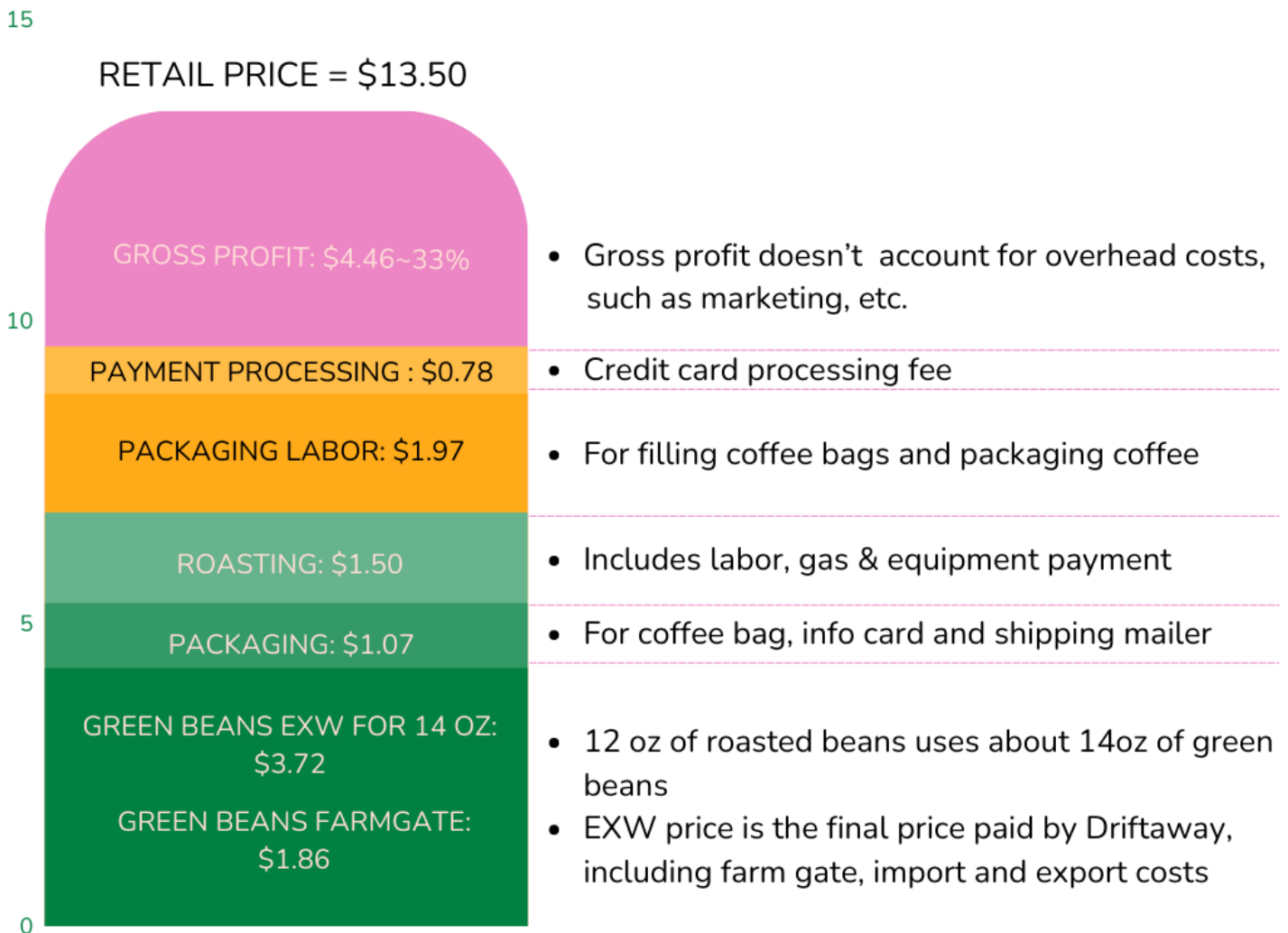
This coffee is being roasted by Ian T. from November 6th to December 1st in Brooklyn. We use the Loring Kestrel roaster for this profile. We have strict guidelines for each of the coffee profiles, and this roast has to pass the development time ratio test as measured in real-time by the roasting software, 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 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.

- 5.0 - 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

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.