



# FARMER FEEDBACK REPORT

FOR: CRM | Costa Rica Rosa Aura Navarro Monestel

BY: DRIFTAWAY COFFEE

Roasted between: October 8th, 2023 and November 1st, 2023

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.

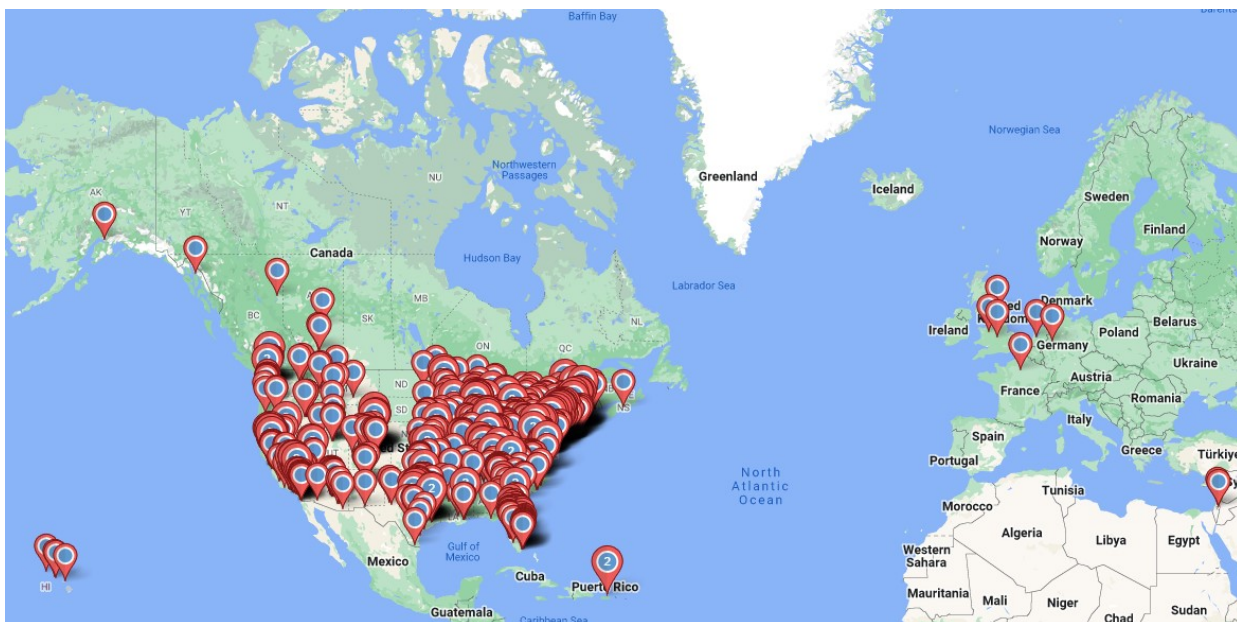
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



## 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.

- 1271 customers received this coffee in the mail
- 51 states and territories shipped to within the United States
- Israel, Canada, United Kingdom, France, Germany, Netherlands, Japan shipped to outside of the US
- 761 cities and towns shipped to
- 75334+ 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.

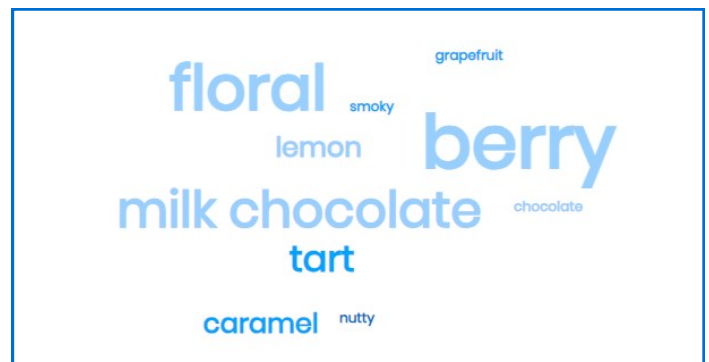
The rating for coffees is out of 100 pts, 60 points being average.

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: 73
- 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

“Absolutely fantastic coffee! Both in aroma and mouth feel and body! My first thought on tasting this coffee was that of a blueberry crumble!” Keith E. FL, US

“Genuinely one of the best coffee roasts I've ever had. Made me run down to my neighborhood bakery to get a sourdough loaf to pair with it.” Colby S. TN, US

“Amazing for a morning cup of black coffee”  
Jacob L. AZ, US

“Totally delicious and different! Fun to just sip and collect the nuances of flavor.” Keith E. CO, US

“My partner said it was the best she'd ever had!” Be F.  
WA, CA

## 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: We paid the price set by the farmer, which is super rare.

Social equity: Woman-led

Roast Level: Light

Coffee Profile Name: Fruity

SCA Cupping Score: 86.75

This is a really great example of a more delicate and gentle Fruity profile coffee with really nice floral 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.

citrus  
cherry  
papaya berry white tea  
blackberry  
milk chocolate  
strawberry  
plum jam  
white grape

# 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.

**COSTA RICA ROSA AURA NAVARRO MONESTEL**

**WOMEN OWNED FARM**

**TASTING NOTES**  
Blackberry, Hazelnut, Milk Chocolate

**COFFEE PROFILE & LABEL COLOR**  
Fruity | Yellow

**ROAST LEVEL:** Light ●○○○○

**FARMER TRAINING** **RAINFOREST ALLIANCE**



**DRIFTAWAY**

**COSTA RICA ROSA AURA NAVARRO MONESTEL**

**GROWERS** Rosa Aura Navarro Monestel **PROCESSING** Natural  
**VARIETAL** Caturra, Catuai Rojo, etc. **ALTITUDE** 1700 - 2000m

**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**

Doña Rosa Aura runs this family farm along with her husband, Carlos Ramirez Martínez. The farm's name, Amalieth, comes from the names of their mothers Amalia and Elieth, to honor their legacy. The entire family is involved in all stages of coffee production, taking care of and preserving the surrounding flora and fauna. They do not use herbicides, and are Rainforest Alliance certified.


**ROASTER'S NOTES**

This coffee was a first for us in many ways: the first coffee from Costa Rica in the Fruity Profile, the first purchase directly from a smallholder farmer, and the first time arranging shipping ourselves. It is sweet, floral and delicate with notes of mild stone fruit and white tea. The fruit flavors seem more gentle and elegant all while being just as impressive as the more intense and loud Fruity Profile coffees we usually roast.

**SCAN THE QR CODE FOR MORE DETAILS**

Or visit [driftaway.coffee/crm](https://driftaway.coffee/crm)  
Last date to order more: 1st 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/CRM/>

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.

**CRM | Costa Rica Rosa Aura Navarro Monestel**  
 Fruity Profile | Light roast  
 Tasting Notes: Blackberry, Hazlenut, Milk Chocolate

100% WOMEN PRODUCED | SMALLHOLDER FARMERS | FARMER EDUCATION

Buy Single bags | Request for Subscription delivery

**THE STORY BEHIND THIS COFFEE**

FARM (Harvested October 2022) → GREEN SELECTION (March 2023) → ROASTING (October 2023) → QUALITY CONTROL (1 to 6 days after roasting) → PRODUCTIO N & SHIPPING (With a 24h deadline) → AT YOUR HOME (14 days from shipping)

**IT ALL STARTS AT THE COFFEE FARM**

Dania Rosa Aura runs this family farm along with her husband, Carlos Ramirez Martinez. The farm's name, Amaltek, comes from the names of their mothers Amalia and Elieth, to honor their legacy. The farm was founded 25 years ago, and now the entire family is involved in all stages of coffee production, taking care of and preserving the surrounding flora and fauna.

The land is 80% planted with coffee, and the family is constantly innovating and introducing new technologies that allow for the improvement and maintenance of the coffee farm - such as the micromill they built. They also apply family traditions passed down from generation to generation.

The family grows, harvests and processes their coffee according to strict environmental standards. According to Maryczka Navarro (daughter) and Rosa Aura Navarro (mom), "As we do natural process, we are 100% environmentally friendly since there is no water contamination generated, and the residue produced by the peeling process are used primarily as fertilizer for our coffee plantations. As part of our commitment to the environment, we have received training courses such as Care Training, Care Trade by Bean Voyage, and Good Agricultural Practices course provided by the State Phytosanitary Service. We are a certified farm in the AAA and Rainforest Alliance programs, so we take care of and preserve the surrounding flora and fauna. We use rainwater for irrigation and do not use herbicides. Instead, we cut the weeds with a knife and a weed cutter to maintain green cover. Regarding fertilizers, we apply the technique of 5 washes to generate the least possible contamination."

The Ramirez/Navarro family describes themselves as a team driven by passion and love for coffee. Follow them on Instagram @amaltekcoffee!

We sourced this coffee through Bean Voyage, a feminist non-profit organization committed to reducing the gender gap in access to information and the coffee market. Dania Rosa Aura is a graduate of Bean Voyage's Core Trade program.

Over the course of 2 years, Dania Rosa Aura received curated learning materials on climate-smart agriculture, gender & communities, finance, and sustainable business practices. Through Bean Voyage, she was able to enhance her understanding, receive feedback on her farming practices, and have access to a network of field experts for mentorship and pro-bono advice. [Read more about their projects!](#)

**TRACEABILITY**

COUNTRY	REGION	IMPORTER	VARIETAL
Costa Rica	Talamanca de el guacaro, Cartago	Bean Voyage	Caturra Rojo

**PRICE TRANSPARENCY**

<b>\$5.85</b>	Price paid by Driftaway
<b>\$5.55</b>	Free on Board price
<b>\$4.94</b>	Farm Gate price
<b>\$2.13</b>	Fair Trade price per pound
<b>\$1.93</b>	Coffee C-Market price per pound

**DID YOU KNOW**

When the drying coffee fruit reaches the required 10% moisture level (a grain moisture meter is used), it is stored in jute sacks, and transported to the Tesoro del Cafe warehouses for storage, resting, peeling, and sorting.

**WHY DID WE SELECT THIS COFFEE?**

We were excited for the change to source a coffee through Bean Voyage ever since we learned about the innovative and impactful work they are doing in Costa Rica and Mexico. When we tasted this coffee, we knew this was the one to start what we hope will be a long relationship! Dania Rosa Aura's coffee is a really great example of a more delicate and gentle Fruity profile coffee with really nice floral aromas.

**AVERAGE CUPPING SCORE**  
86.75 /100

**LEARN MORE ABOUT CUPPING SCORES**

**86.75** SCAA Cupping Score | **15 x 69 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 coffee was a first for us in many ways. This is the first coffee from Costa Rica in the Fruity Profile that we have roasted, we purchased this coffee directly from a smallholder farmer (through Bean Voyage) and we had to arrange for shipping ourselves via La Minita, a third party importer. The coffee is a slightly different flavor profile than we usually roast in the Fruity Profile. It is sweet, floral and delicate with notes of mild stone fruit and white tea. The fruit flavors seem more gentle and elegant all while being just as impressive as the more intense and loud Fruity Profile 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 October 8 to November 1 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



# 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.