



FARMER FEEDBACK REPORT

FOR: ELA | Ethiopia Guji Laayyoo

BY: DRIFTAWAY COFFEE

Roasted between: August 13th, 2023 and September 6th, 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.

- 1327 customers received this coffee in the mail
- 50 states shipped to within the United States
- Switzerland, Germany, Japan, Canada, Netherlands, Australia shipped to outside of the US
- 749 cities and towns shipped to
- 63610+ 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: 72
- 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 some of the best coffee I've ever tasted. Chris K., CA US

The aroma hits you first and then the delicious smooth taste - hitting all the fruity notes- absolutely delicious! I never want to stop drinking it. Lisa R., CT US

Excellent coffee! I loved this natural process coffee. The the fruitiness and complexity of the ferment were very strong, but very clean tasting. Thank you so much! Adam L., AZ US

Really enjoyed this coffee - definitely had a fruity component to it. Vicki S., NC US

Loved it, I am a big coffee drinker and love it so very much. Greg V., CA US

Thank you very much for growing your delicious coffee! It is really great that you have a partnership with Driftaway! Kudos! It is a lot of work to plan and grow successful yields of coffee beans! E N., VA US

Delicious! William B., MA 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:

We respect and appreciate the work done by Sookoo Coffee and Ture Waji - his strong connections to the land and community in the Guji region, and the fact that he employs a 'woman-first' policy at the two washing stations he owns, giving priority to hiring women during the harvest. In addition, Stephen at Coffee Quest was able to get us the Farm Gate price, which is rare for a multi-farmer lot, and we appreciate that commitment transparency!

Roast Level: Light roast

Coffee Profile Name: Fruity profile

SCA Cupping Score: 86.75

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.

fresh jasmine
honey green apple
chocolate light body
lime
jasmine
bright citric acidity
peach

WHAT DRIFTAWAY CUSTOMERS RECEIVED

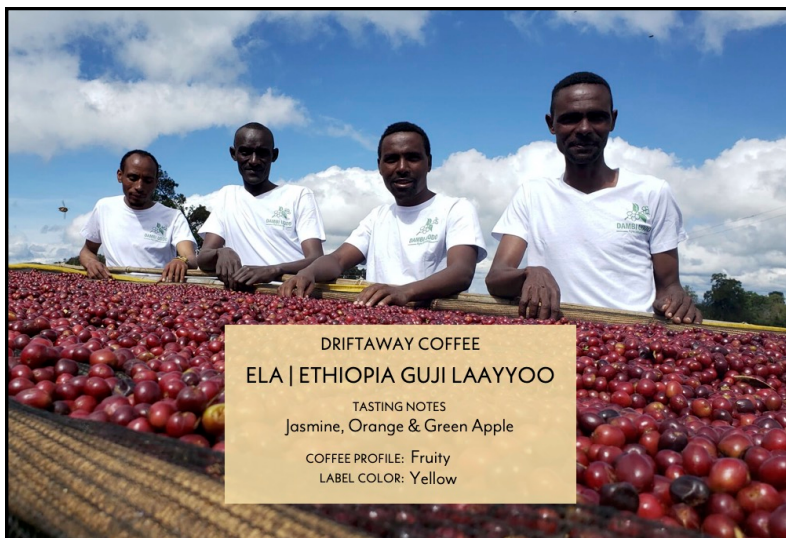
This is your coffee's bag label:




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.




This coffee was processed at the Raro Nensebo washing station in Uraga, Guji. Approximately 35 farmers deliver fruit to this washing station, having grown their coffee in nearby Teraga kebele (village), each on farms of around 7 acres. The farms sit at a stunning elevation of between 2,100 and 2,350 meters (over 7,000 feet) above sea level - some of the highest altitudes that coffee can grow!


 This is a Farmer Feedback coffee! Rate the coffee & send your notes to the farmers at driftaway.coffee/coffee-history

ROASTER'S NOTES
We look forward to roasting the Laayyoo again each summer. It's a natural processed coffee that always delivers bright, crisp flavors without any of the heavy dried fruit and chocolate-like notes that natural processed coffees tend to have. It's a fun and unusual coffee that can be roasted very light and tastes fresh and juicy with a really lovely floral aroma.

DID YOU KNOW?
The Raro Nensebo washing station is run by Ture Waji, also known as "The King of Guji". Between harvests, Ture and his team educate farmers on good agricultural practices, in order to help improve the quality of their cherry.

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



FROM

COUNTRY, REGION & KEBELE
Ethiopia, Guji, Teraga


FARMERS & IMPORTER
Several smallholder producers
The Coffee Quest

PROCESSING TYPE
Natural

ALTITUDE
2100 - 2350 meters

VARIETAL
Regional landraces,
74110 & 74112

ROAST LEVEL
Light

 This postcard was made from

COFFEE WEBPAGE ON WEBSITE

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

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 ACCOUNT

ELA | Ethiopia Guji Laayyoo
 Fruity Profile | Light roast | Yellow Label
 Tasting Notes: Jasmine, Orange, Green Apple

THE STORY BEHIND THIS COFFEE

FARM Harvested: March 2022
 GREEN SELECTION February 2023
 ROASTING August 11, September 6
 QUALITY CONTROL 1 to 4 days after roasting
 PRODUCTION & SHIPPING Within 24 hours from roasting
 AT YOUR HOME 1-4 days from shipping

IT ALL STARTS AT THE COFFEE FARM

This coffee was processed at the Raro Nensebo washing station in Ubeaga, Guji by Sokos Coffee. Approximately 35 farmers deliver fruit to this washing station, having grown their coffee in nearby Teraga kebele (village), each on farms of around 7 acres.

The farms sit at a stunning elevation of between 2300 and 2350 meters (over 7000 feet) above sea level - some of the highest altitudes that coffee can grow! This lot is primarily comprised of the 7410 and 7412 coffee varieties, which are local varieties selected for their production and disease resistance.

Raro Nensebo washing station is run by Tare Waji, also known as "The King of Guji", who also founded Sokos Coffee. Tare has strong connections to the land and community in the Guji region, and employs a "womans-first" policy at the two washing stations he owns, meaning they give priority to hiring women during the harvest.

Between harvests, Tare and his team educate farmers on good agricultural practices, in order to help improve the quality of their cherry.

The strict drying protocols followed by Sokos Coffee include a having a maximum coffee fruit layer density of 4cm and moving the cherries around on the beds 6 times per day. This reduces the risk of over-fermentation during drying, which would create sour, smoky or funky flavors in the cup. The standard drying time for this lot was between 21-29 days.

Tare's company also provides pre-harvest loans to farmers who need it: for example, to pay for hired labor to do maintenance on the farms, such as weeding and plantings and the company has built a school for the children. Roads have also been built to improve the infrastructure.

TRACEABILITY

COUNTRY	REGION	IMPORTER	VARIETAL
Ethiopia	Guji	Coffee Quest	Regional landraces, 7410 and 7412

PRICE TRANSPARENCY

\$5.55	Price paid by Driftaway
\$4.55	Free on Board price
\$3.03	Farm Gate price
\$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

DID YOU KNOW

The word Laayyoo refers to an indigenous tree that grows around Teraga kebele (or village), and is used for shade on coffee farms. Its deep roots allow for the falling leaves to offer rich, nutrient dense compost, also acting as a fertilizer. The word Laayyoo refers to an indigenous tree that grows around Teraga kebele (or village), and is used for shade on coffee farms. Its deep roots allow for the falling leaves to offer rich, nutrient dense compost, also acting as a fertilizer.

We love this coffee and look forward to the fresh harvests coming back every summer - it's a fun and unusual coffee that can be roasted very light, and tastes fresh and juicy with a really lovely floral aroma - a perfect choice for the Fruity profile.

We appreciate the care and quality control at Raro Nensebo across in the cup, and we love that Tare's policy to hire women workers first at the washing station.

AVERAGE CUPPING SCORE
86.75 /100

LEARN MORE ABOUT CUPPING SCORES

86.75 SCAA Cupping Score
 15 x 60 kg Bags purchased
 4 years Length of producer relationship
 100% (in 2022) Transparent coffees purchased

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

"Laayyoo is a coffee that we look forward to roasting each summer. It's a natural process coffee that always delivers bright crisp flavors without any of the heavy dried fruit and chocolate like notes that natural processed coffees tend to have."

READ MORE ABOUT THE SELECTION PROCESS

HOW DID WE ROAST THIS COFFEE?

This coffee is being roasted by Ian T. from August 15 to September 6 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 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.