



FARMER FEEDBACK REPORT

FOR: GLV | Guatemala Los Volcanes

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 varietals), 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.

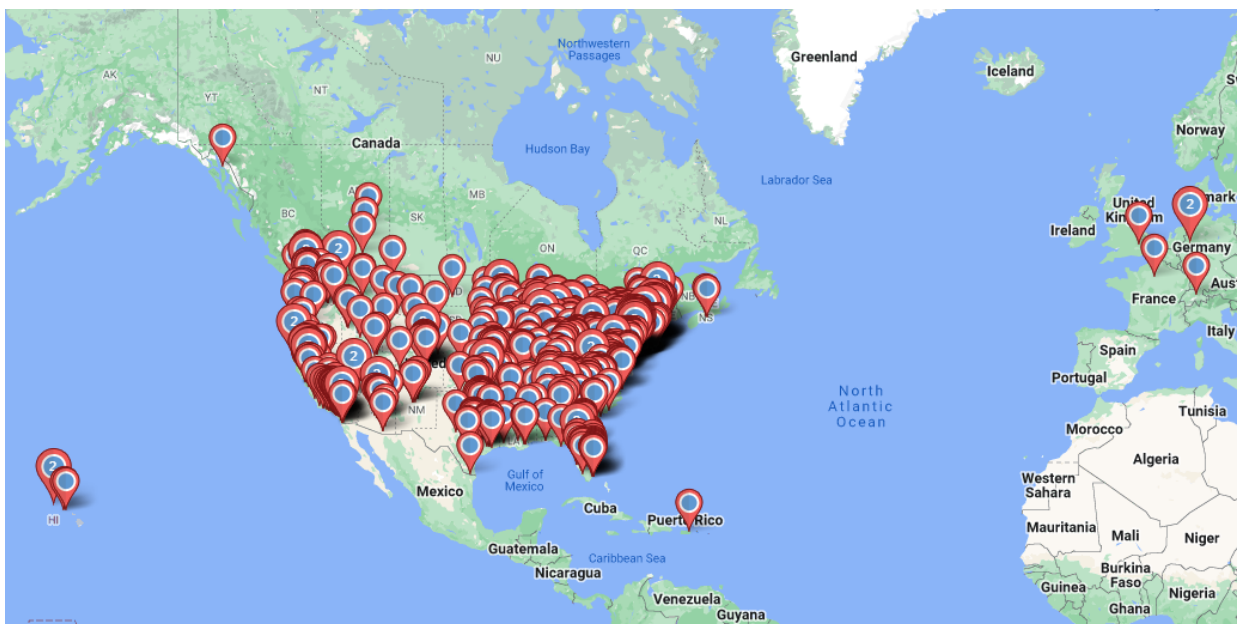
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



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.

- 1156 customers received this coffee in the mail
- 50 states shipped to within the United States
- France, Canada, Switzerland, Germany, United Kingdom, Australia shipped to outside of the US
- 741 cities and towns shipped to
- 66406+ 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.

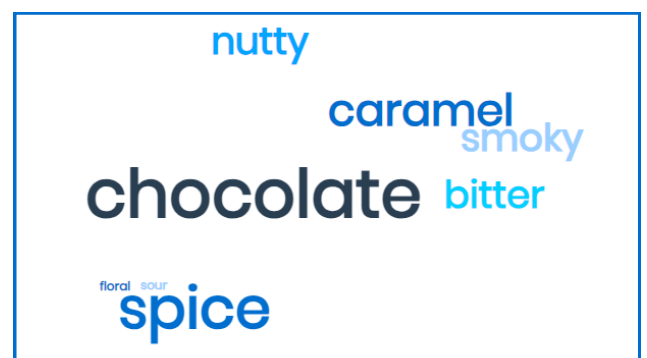
The rating for coffees is out of 100 pts, 60 points being average.

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: 67
- 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 a wonderful coffee and great roast!
Thank you so much for this. John D., ME US

I love this bold profile coffee! It is very
smooth and not bitter or overwhelming.
Delicious! Thank you for this excellent coffee!
Tom T., CA US

The best!! Matthew S., CA 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: Medium-Dark roast
Coffee Profile Name: Bold profile
SCA Cupping Score: 84.25

It's rare that we have a coffee from Guatemala in the Bold profile, but the balance of spices, cocoa, and black tea makes Los Volcanes perfect for this darker roast level. It's neat that half of this lot came from a woman producer, and always appreciate Caravela's attention to detail when it comes to transparency and tracability.

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.

dark chocolate cake
medium body
dark chocolate
chocolate
sweet berry berry
brown sugar
caraway seed chocolate cake

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>COFFEE PRODUCER'S STORY</p> <p>This coffee was produced by two independent farmers: Aurora Josefina Villatoro and Leandro Matio Sanchez. Aurora runs Santa Cecilia, a 1.74-hectare (4 acre) farm in La Libertad, Huehuetenango. She inherited the farm years ago, and at the time of taking ownership, locals suggested that the best option would be to sell the land, as she would struggle to manage it. However, after analyzing the opportunity, Aurora decided to ignore the underlying sexism and take over the responsibility of farm management. She's since been improving the farm, and has constant training and technical support so that the production for each harvest is always better than the previous year.</p> <p> This is a Farmer Feedback coffee! Rate the coffee & send your notes to the producers at driftaway.coffee/coffee-history</p> <p>ROASTER'S NOTES</p> <p>We've roasted two other coffees from smallholder farmers which come from the same region, such as La Cometa and La Danza. These coffees all have a flavor profile which is distinct from other regions of Guatemala. This year we found that Los Volcanes was a good fit for the Bold Profile, which may be a first for us with a coffee from this region!</p> <p>LEARN MORE</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>		<p></p> <p>FROM</p> <p>COUNTRY & REGION Guatemala, Sacatepequez</p> <p>PRODUCER & IMPORTER Aurora Josefina Villatoro and Leandro Matio Sanchez Caravela</p> <p>PROCESSING TYPE Washed</p> <p>ALTITUDE 1200 -1700 meters</p> <p>VARIETALS Bourbon, Caturra, Pache Colis</p> <p>ROAST LEVEL Medium-Dark</p> <p> This postcard was made from 100% recycled paper.</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/GLV/>

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.

GLV | Guatemala Los Volcanes
 Bold Profile | Medium-dark roast | Green label
 Tasting Notes: Baking Spices, Cocoa, Black Tea

THE STORY BEHIND THIS COFFEE

FARM Harvest
 December 2022 - March 2023

GREEN SELECTION
 April 2023

ROASTING
 August 13 - September 6

QUALITY CONTROL
 1-4 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

Two small-scale coffee growers produced Los Volcanes: Aurora Josefina Villatoro and Leandro Matío Sanchez. Our importing partner, Coravela shared some background information about Aurora:

Aurora Villatoro runs Santa Cecilia, a 174-hectare (4 acre) farm in La Libertad, Huehuetenango. She inherited the farm years ago, and at the time of taking ownership, locals suggested that the best option would be to sell the land as she would struggle to manage it.

However, after listening to several opinions and analyzing the opportunity, Aurora decided to ignore the underlying opinion and take over the responsibility of farm management. Aurora knew she was a capable woman and could learn to manage the farm over time and so she started by planting small new plots. As the time went by, she achieved some great results, and this gave her more confidence in herself and her decision to run the farm. As demand grew for her coffee, she gradually ended up planting the entire area with Bourbon and Catuira varieties.

Aurora shares that her plans for the farm are focused on producing high-quality coffee. She has constant training and technical support so that the production for each harvest is always better than the previous year.

The soils on which both Aurora Josefina Villatoro and Leandro Matío Sanchez grow their coffee are known as "Andosols" and are excellent for plant root development, water retention, and resistance to drought. These producers over time have managed to take advantage of the volcanic material found in the soil to produce high quality coffee and nutritious vegetables, creating a balance that benefits their family economy and provides additional sources of income.

TRACEABILITY

COUNTRY	REGION	IMPORTER	VARIETAL	PRICE TRANSPARENCY
Guatemala	Socotepéquez	Coravela	Bourbon, Catuira, Pache, Cals	\$4.52 Price paid by Driftaway
PRODUCER	MILL / WASHING STATION	PROCESSING	ALTITUDE	\$3.11 Free on Board price
Aurora Josefina Villatoro and Leandro Matío Sanchez	On farm	Washed	1200 - 1700 meters	\$2.50 Farm Gate price
DID YOU KNOW				
Volcanic soils, predominantly composed of tephra, result from the expulsion of volcanic particles (ash) and rocky fragments from a volcano during eruptions, which subsequently descend to the ground. Gradually, the tephra undergoes decomposition, giving rise to what we refer to as volcanic soil.				
\$1.79 Fair Trade price per pound				
\$1.59 Coffee C-Market price per pound				
\$0.05 Driftaway's World Coffee Research contribution per pound				

It's rare that we have a coffee from Guatemala in the Bold profile, but the balance of spices, cocoa, and black tea makes Los Volcanes perfect for this darker roast level.

AVERAGE CUPPING SCORE
84.25 /100

LEARN MORE ABOUT CUPPING SCORES

84.25 SCAA Cupping Score
15 x 70 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

"Los Volcanes is a smallholder lot from the southwestern growing region of Guatemala where there seems to be a mountain range of many volcanoes. We have roasted two other coffees from smallholder farmers such as La Cometa and La Danta which come from the same region. These coffees all have a flavor profile which is distinct from other regions of Guatemala such as Huehuetenango to the north or Oriente to the east. This year we found that Los Volcanes was a good fit for the Bold Profile which may be a first for a coffee from this region."

READ MORE ABOUT THE SFI ECTION PROCESS

HOW DID WE ROAST THIS COFFEE?

This coffee is being roasted by Ian T. from August 13 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.