



FARMER FEEDBACK REPORT

FOR: HVC | Honduras Santa Barabara San Vicente

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.

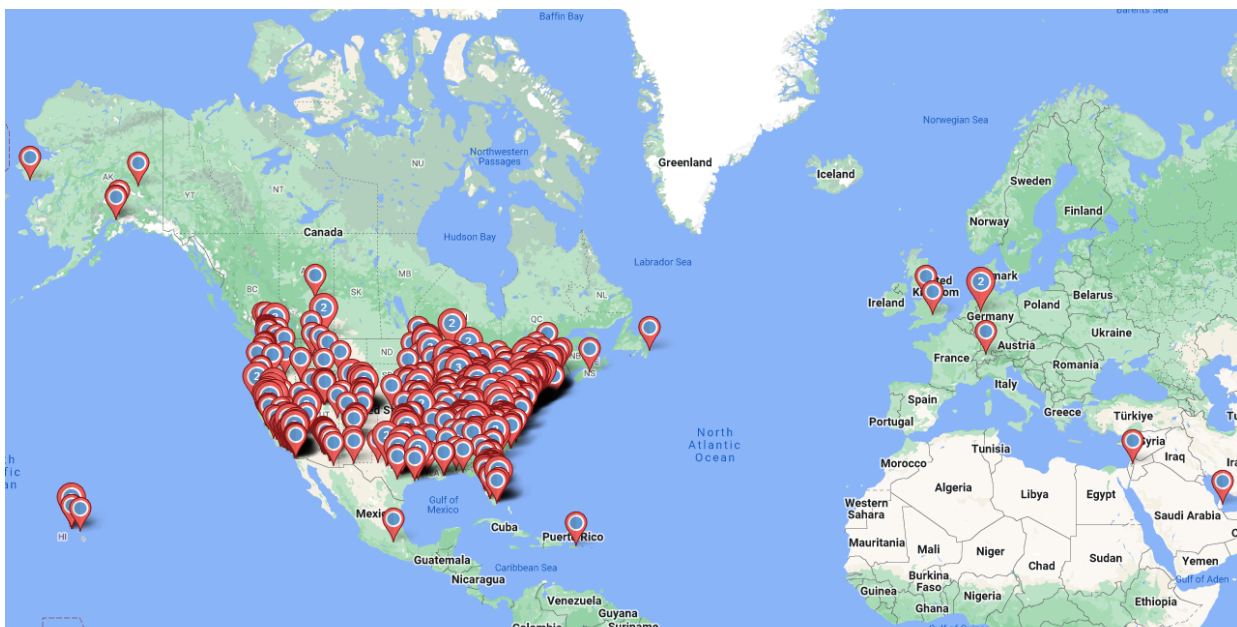
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



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.

- 1537 customers received this coffee in the mail
- 50 states shipped to within the United States
- Switzerland, Australia, Germany, Israel, Qatar, Mexico, Canada, United Kingdom, Iceland shipped to outside of the US
- 845 cities and towns shipped to
- 85408+ 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?

108/250

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.

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

"I love the aroma when it's brewing and when I raise my mug. It's smooth and full and rich. Not bitter or acidic. My favorite so far. Thank you for all the work and time and care you put into growing and harvesting and roasting it." John M., MN US

"Thank you for all your hard work! I feel incredibly lucky to be able to drink your product! Good life!" Hugh S., NY US

"Tastes amazing, reminds me of my morning cocoa." Thomas W., Muenster Germany

"It was a great, balanced cup of coffee! We really enjoyed drinking it each morning!" Riley and Bryant M., CA US

"A delicious coffee indeed!" Mark A., MN 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?

Roast Level: Medium roast

Coffee Profile Name: Classic profile

SCA Cupping Score: 84.75

We've roasted a regional blend from Santa Barbara, Honduras via the San Vicente mill for the 4 years! The coffee is so consistent that Ian can almost guess what it will be like before he even get to sample coffee from the latest harvest!

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.

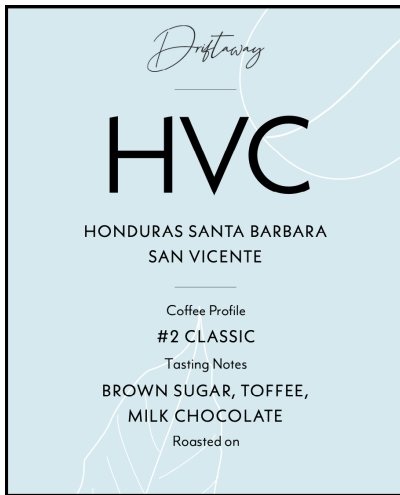


A word cloud of coffee tasting notes. The words are arranged in a cluster, with 'toasty finish' at the top left, 'green bean' at the top right, 'chocolate' in the middle, 'dark chocolate' below it, 'cocoa' to the right, and 'walnut' at the bottom. Smaller text includes 'bittersweet chocolate', 'baked red apple', and 'dark cocoa'.

toasty finish
green bean
chocolate
dark chocolate
cocoa
walnut
bittersweet chocolate
baked red apple
dark cocoa

WHAT DRIFTAWAY CUSTOMERS RECEIVED

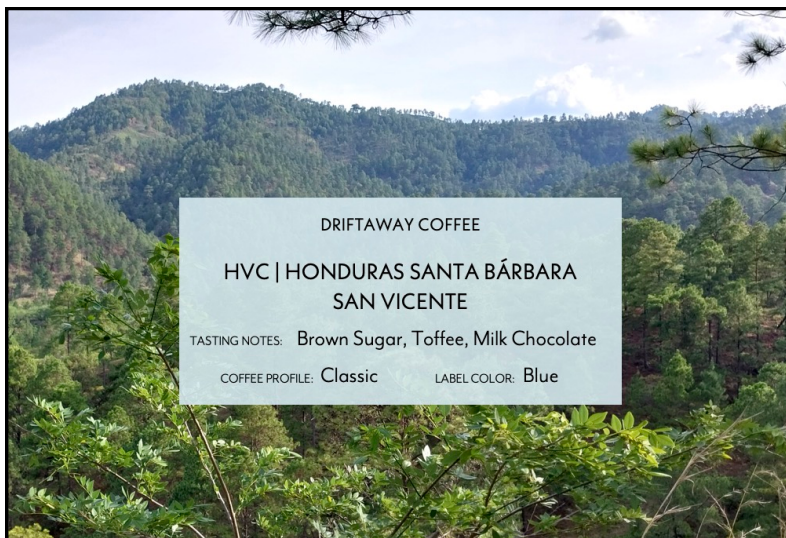
This is your coffee's bag label:



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

This coffee was collected from many smallholder farmers. After harvest, coffee farmers de-pulp (separate the coffee fruit from the seed inside) the coffee themselves using their own milling equipment or small mills shared by families and/or micro communities, and then dry the coffee in its last protective natural layer, the parchment. When dry, the parchment coffee is brought to the award winning San Vicente mill to be tasted and separated based on quality.



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

ROASTER'S NOTES

Naturally sweet and nutty, this regional blend is a staple for the Classic profile. Since these beans tend to be less dense than other coffees from neighboring countries, they need to be roasted a little longer and with a gentle application of heat - we can't overdo it! Applying too much heat over the course of the roast will stress out these beans and create an uneven roast, even burnt, roast. To achieve the same result as we would with a denser coffee, we use less heat to evenly roast it, which means it takes a bit longer to reach it's final temperature.

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
Honduras, Santa Bárbara

FARMERS & IMPORTER
Several small scale farmers
The Coffee Quest

PROCESSING TYPE
Washed

ALTITUDE
1100 - 1400 meters

VARIETAL
Catuai, Lempira, IHCAFE 90,
Parainema

ROAST LEVEL
Medium

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/HVC/>

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.

HVC | Honduras Santa Barbara San Vicente
 Classic Profile | Medium roast | Blue label
 Tasting Notes: Brown Sugar, Toffee, Milk Chocolate

THE STORY BEHIND THIS COFFEE

IT ALL STARTS AT THE COFFEE FARM

This coffee was grown by several small holder coffee farmers in the Santa Barbara region of Honduras. They wet processed their coffee fruit, then delivered the seeds in parchment to the award-winning dry mill, Beneficio San Vicente.

Beneficio San Vicente is a family owned and operated dry mill and exporter located in the town of Peña Blanca in northwestern Honduras. Founded by Fidel Paz, San Vicente was the fulfillment of the dream of his father, Cantalicio Paz, to have a successful coffee farm. Along with his sons Benjamin and Fidel, as well as his nephew Arturo, Fidel has created the opportunity to connect their producing community around Peña Blanca directly to international buyers.

The coffee farmers de-pulp (separate the coffee fruit from the seed inside) the coffee themselves using their own milling equipment or small mills shared by families and/or micro communities, and then dry the coffee in its last protective natural layer, the parchment. When dry, the parchment coffee is brought to San Vicente to be tasted and separated based on quality.

Over the years, San Vicente has become a financing partner for new and existing growers, allowing producers to find buyers willing to pay fair and competitive prices instead of floor prices. They do consultation on agronomy with farmers, as well as advice for processing cherry to produce the highest quality possible. Because of this, the number of farmers separating and differentiating their coffees for sale into the specialty market is growing each year. To best support these producers, San Vicente doesn't buy their coffees as an intermediary, but rather connects these producers directly to buyers for more transparent price negotiations.

TRACEABILITY			PRICE TRANSPARENCY
COUNTRY	REGION	IMPORTER	\$3.23 Price paid by Driftaway
Honduras	Santa Bárbara	Coffee Quest	\$2.23 Free on Board price
PRODUCER	MILL / WASHING STATION	PROCESSING	\$1.81 Farm Gate price
Several smallholder producers	Beneficio San Vicente	Washed	\$2.05 Fair Trade price per pound
	ALTITUDE		\$1.85 Coffee C-Market price per pound
	1100 - 1400 meters		\$0.05 Driftaway's World Coffee Research contribution per pound

DID YOU KNOW

Farmers that contribute to this lot typically process washed coffees, the cherries are de-pulped, fermented in open tanks for approximately 16 hours, and then washed and dried either in traditional greenhouse structures for 1-2 weeks or in mechanical dryers.

This coffee travelled 3,450 miles to the

AVERAGE CUPPING SCORE
84.75 /100

LEARN MORE ABOUT CUPPING SCORES

84.75 SCAA Cupping Score
15 x 70 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

"The San Vicente regional blend is naturally sweet and nutty, making it a staple for the Classic profile. Since these beans tend to be less dense than other coffees from neighboring countries like Guatemala, they need to be roasted a little longer and with a gentle application of heat - we can't overdo it! We want to avoid applying a lot of heat over the course of the roast, which will stress out the beans and could create an uneven roast that contains some burnt beans. To achieve the same result as we would with a denser coffee, we use less heat to evenly roast it, which means it takes a bit longer to reach it's final temperature."

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

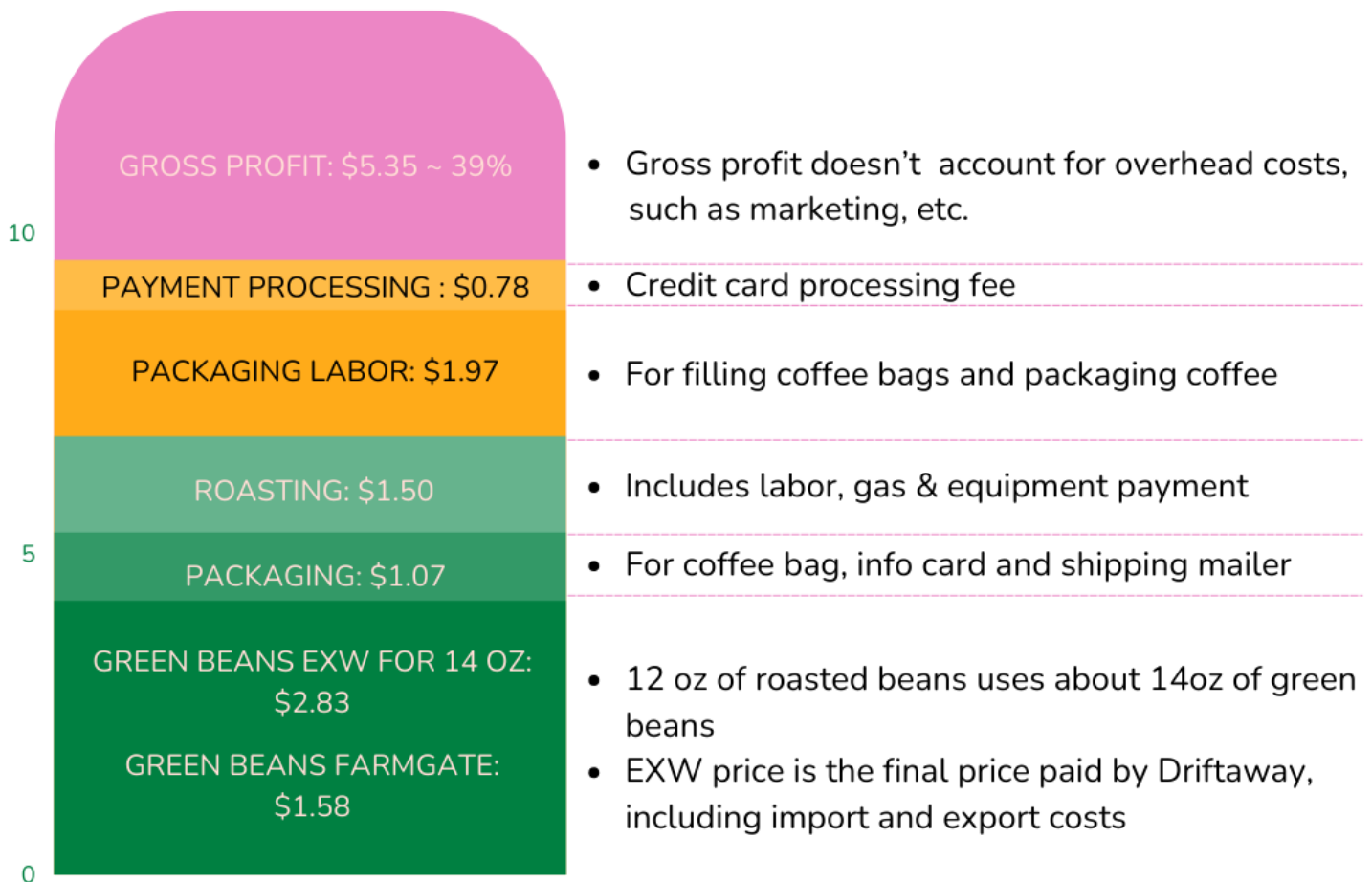
We perform Quality Control via a process of coffee tasting called cupping on all of our production roasts once a week at our roastery in Williamsburg, Brooklyn. Each cupping is conducted by James M. and Ian T. using standard equipment, and is logged by our Q-certified cupper Ian T. All coffees are evaluated on a scoring scale of 0 to 5.

- 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

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.