



FARMER FEEDBACK REPORT

FOR: HBM | Honduras Santa Barbara Miraflores

BY: DRIFTAWAY COFFEE

Roasted between: July 17th, 2023 and August 16th, 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.

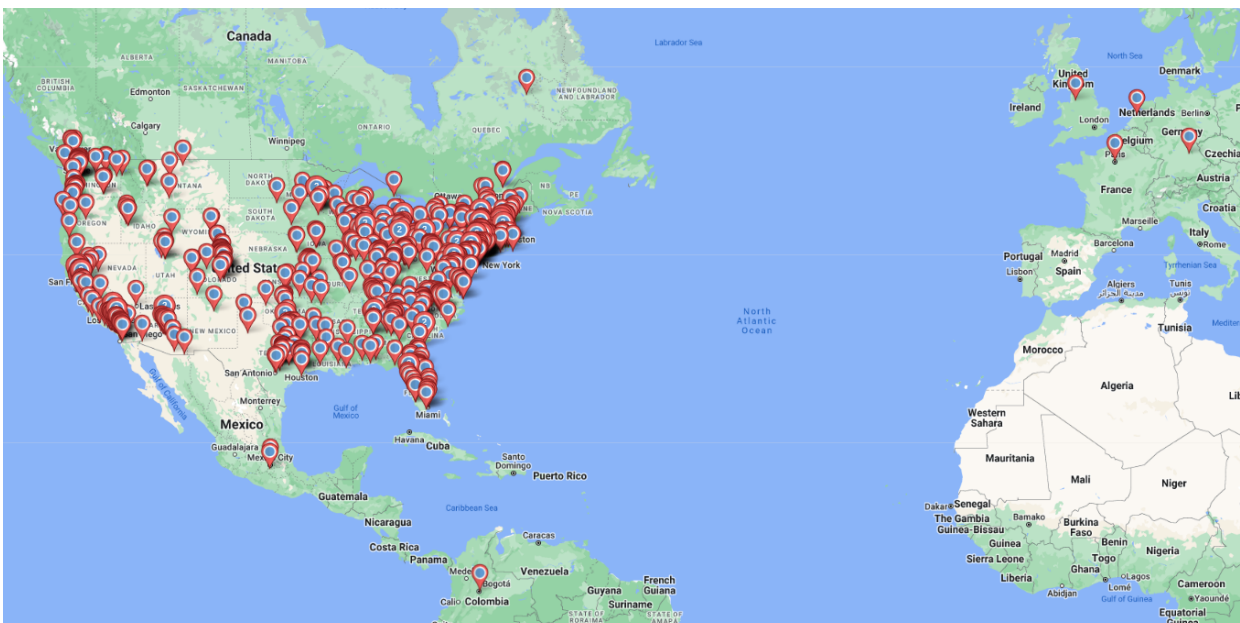
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



WHO RECEIVED THIS COFFEE

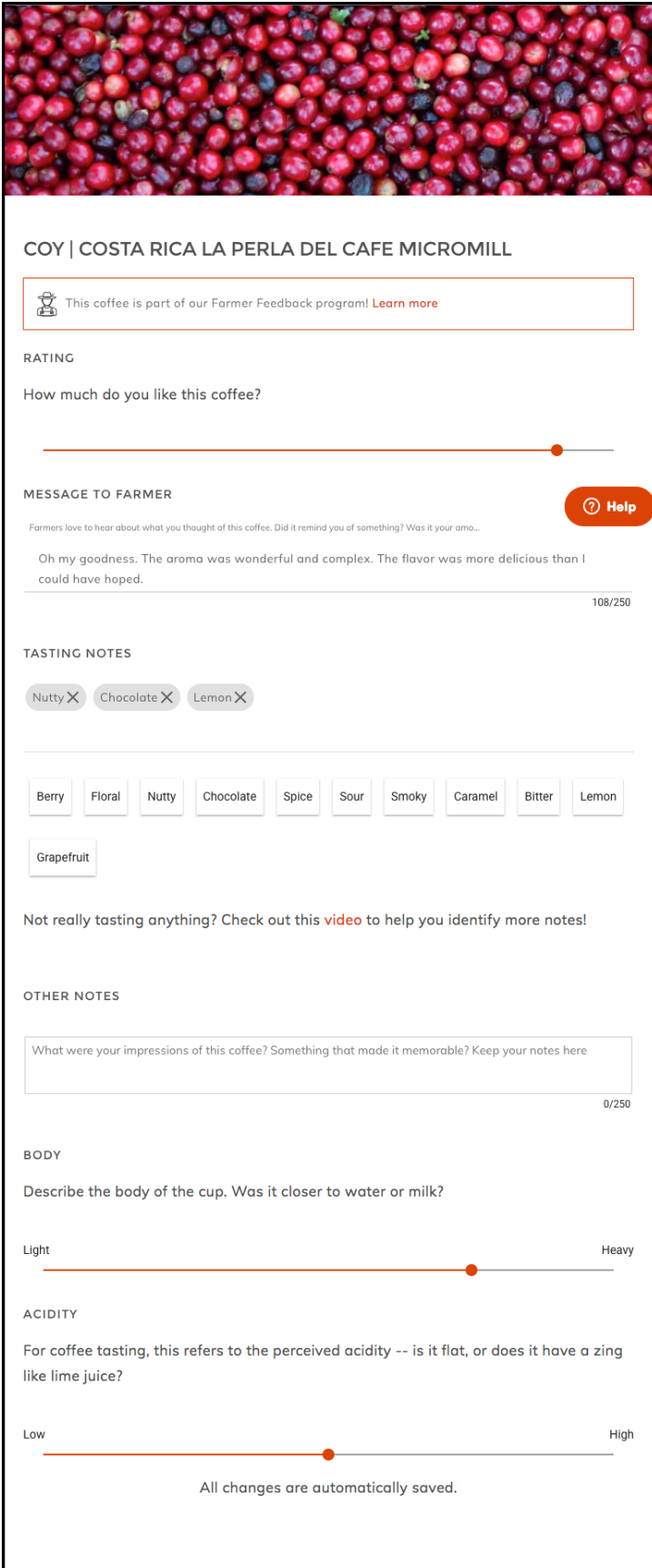
Driftaway Coffee customers are all over the United States and some in Europe. We shipped this coffee within 24 to 48 hours from roasting.

- 1008 customers received this coffee in the mail
- 48 states shipped to within the the United States
- Canada, Mexico, Colombia, Germany, Netherlands, France, Australia, Republic of Korea, United Kingdom, Norway shipped to outside of the US
- 702 cities and towns shipped to
- 64934+ 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: 54
- 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

“Your coffee is on the chocolaty end of the spectrum, which I love, but also has a slight sweetness that is nicer than any coffee I have ever had.” David H. East Lansing MI

“Loved this coffee! Dark creamy flavor just as flavor notes suggested. A great way to get the day started!” Steven S. Homer NY

“This coffee is great!” Patrick G. Cohasset MA

“Delicious coffee! Great for mornings and evenings, nice subtle flavors. Wonderful job!” Allie C. Atlanta GA

“I love the chocolate flavor - so unique and perfect with the bold flavor” Matthew S. Garden Grove CA

“Really really delicious, and lovely rich flavor and texture.” Lyrica Y. Rochester NY

“This was a favorite of Zane and I. Pleasing chocolate flavor. Caramel, chocolate.” Nikki H. Holmes NY

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: Farm Gate price available
- Roast Level: Medium-dark roast
- Coffee Profile Name: Bold Profile
- SCA Cupping Score: 85.5

From Ian: "I got a chance to meet the owner of San Vicente Mill, Benjamin Paz, earlier this year. Stephen, from The Coffee Quest introduced us. One question I wanted to ask Benjamin was where can I get more coffee from Juan Contreras who was a producer we lost touch with in 2019. The coffee we roasted from Juan Contreras in 2019 was our first time roasting the Parainema coffee varietal which we have since become really fond of. I was not expecting it to be easy to find Juan but when I asked, Benjamin immediately replied that yes he knew Juan personally and texted him right away. We ended up buying 10 bags right then and Stephen from The Coffee Quest found some room on his shipping container to put the bags at the last minute!"

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.

tobacco
bittersweet chocolate
medium body
black tea
chocolate
dark cocoa
cocoa
concord grape jam
dark chocolate

WHAT DRIFTAWAY CUSTOMERS RECEIVED

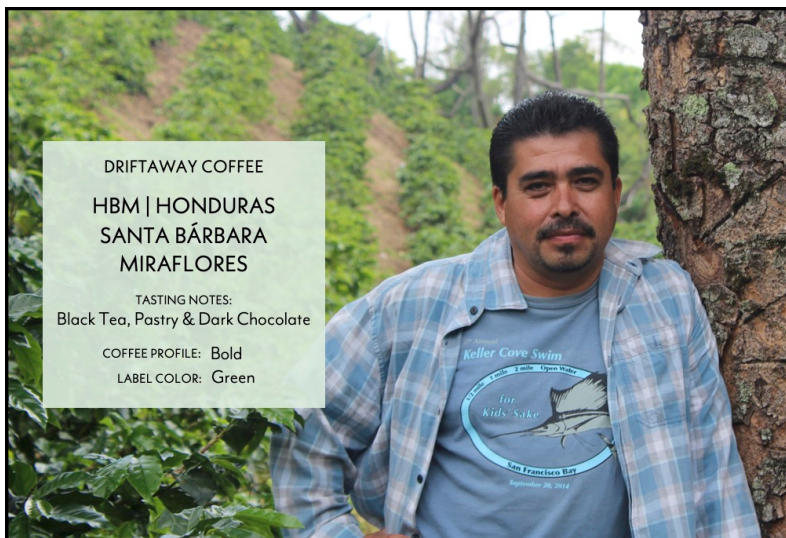
This is your coffee's bag label:



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.



DRIFTAWAY COFFEE
**HBM | HONDURAS
 SANTA BÁRBARA
 MIRAFLORES**
 TASTING NOTES:
 Black Tea, Pastry & Dark Chocolate
 COFFEE PROFILE: Bold
 LABEL COLOR: Green

COFFEE PRODUCER'S STORY


Finca Miraflores is owned by Juan Contreras in western Honduras. Growing up, Juan learned how to depulp (remove the coffee seeds from the fruit) and dry coffee. "As a young man of 23," he says, "I was already responsible for the farm my father gave me as an inheritance." After working the farm for decades, Juan brought the quality of the coffee up to specialty grade.

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

ROASTER'S NOTES

Ian got a chance to meet the owner of the famous Honduran San Vicente Mill, Benjamin Paz, earlier this year with an introduction from Stephen at The Coffee Quest. Ian asked Benjamin if he knew of producer Juan Contreras, as we'd lost touch with him in 2019 and really loved his coffee. Ian was not expecting it to be easy to find Juan, but when he asked, Benjamin immediately replied that he knew Juan personally and texted him right away! We ended up buying 10 bags right then and Stephen found some room on his shipping container to put the bags on at the last minute. We're so glad everything came together so that we can offer this sweet and complex dark roast.

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


PRODUCER, FARM & IMPORTER
 Juan Contreras, Finca Miraflores
 The Coffee Quest

PROCESSING TYPE
 Washed

ALTITUDE
 1400 -1500 meters

VARIETALS
 Parainema

ROAST LEVEL
 Medium-Dark

 This postcard 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/hbm/>

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.

HBM | Honduras Santa Bárbara Miraflores
 Bold Profile | Medium-dark roast
 Tasting Notes: Black Tea, Pastry, Dark Chocolate

THE STORY BEHIND THIS COFFEE

FARM Harvested: January 2023
 GREEN SELECTION: April 2023
 ROASTING: July 17 - August 16
 QUALITY CONTROL: 1 to 4 days after roasting
 PRODUCTION & SHIPPING: Within 24 hours from roasting
 AT YOUR HOME: 1 to 4 days from shipping

IT ALL STARTS AT THE COFFEE FARM

Fincas Miraflores is owned and operated by Juan Contreras in the Santa Barbara department of western Honduras. Juan Contreras' father was heavily engaged in coffee cultivation, and growing up, Juan learned how to depulp (remove the coffee seeds from the fruit) and dry coffee.

"As a young man of 25," he says, "I was already responsible for the farm my father gave me as an inheritance." After working the farm for decades, he brought the quality of production up to specialty grade. Along with coffee, he grows bananas, avocados, pears, and lemons on the 52 acres of Finca Miraflores - coffee takes up about 22 acres of that. Juan says, "I am proud of my farm because I have several native trees also growing, providing some shade and diversity."

TRACEABILITY

COUNTRY	REGION	IMPORTER	VARIETAL
Honduras	Santa Barbara	Coffee Quest	Parainema

PRICE TRANSPARENCY

\$4.80	Fair Trade price per pound
\$4.25	Free on Board price
Not available	Farm Gate price
\$2.05	Fair Trade price per pound
June 7: \$1.85	Coffee C Market price per pound
\$0.05	Driftaway's World Coffee Research contribution per pound

DID YOU KNOW

Juan Contreras's coffee is fermented in concrete fermentation tanks, for 16-24 hours. The coffee is then dried on raised beds under shade. When fully dry, the coffee is transported to Beneficio San Vicente in parishment to be stored inside Grainpro bags to protect the beans from the humidity.

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 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

PRODUCTION AND SHIPPING

Less than 24 hours after roasting, we bag your coffee in our production facility in Greenpoint, Brooklyn. Our production team is led by Anthony and Torie, and supported by a rotating cast of local artists, musicians and independent professionals.

AVERAGE CUPPING SCORE
 86.25 / 100

LEARN MORE ABOUT CUPPING SCORES

86.25 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

"Caban is a famous coffee growing region similar to Antigua. San Lorenzo is owned by the same family that owns Santa Isabel, a coffee that made an appearance on our menu in previous years."

READ MORE ABOUT THE SELECTION PROCESS

HOW DID WE ROAST THIS COFFEE?

This coffee is being roasted by Ian T. from July 17 to August 16 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

PRODUCTION AND SHIPPING

Less than 24 hours after roasting, we bag your coffee in our production facility in Greenpoint, Brooklyn. Our production team is led by Anthony and Torie, and supported by a rotating cast of local artists, musicians and independent professionals.

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.