



FARMER FEEDBACK REPORT

FOR: NDL | Nicaragua Dipilto La Roca

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.

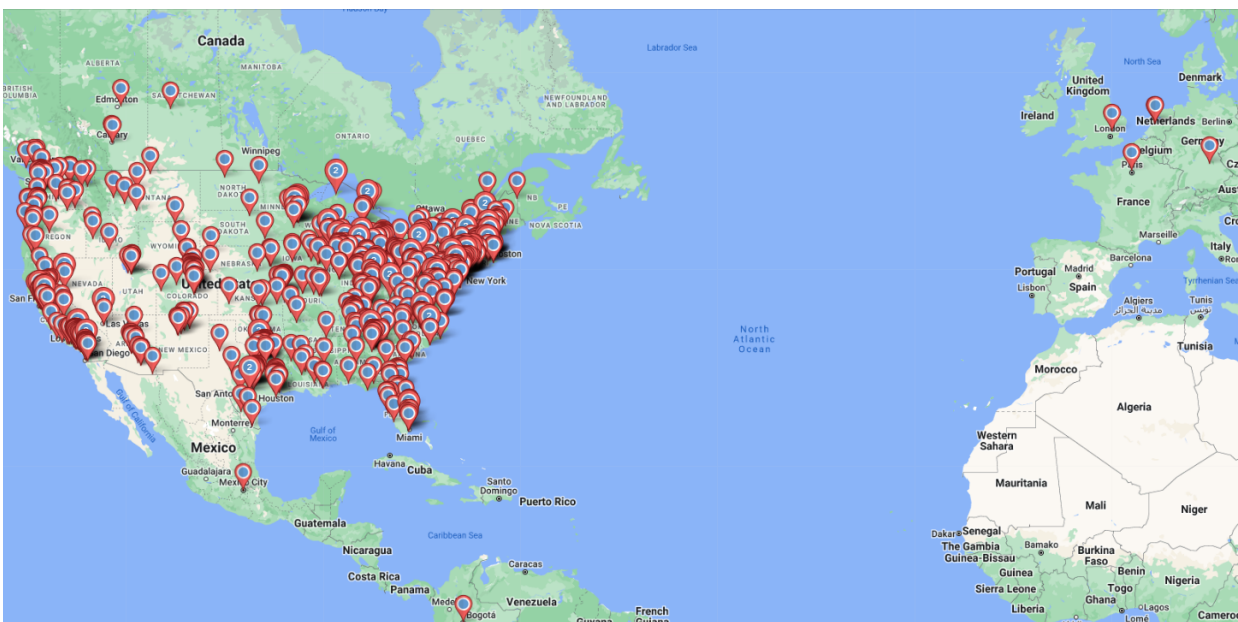
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



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.

- 1065 customers received this coffee in the mail
- 49 states shipped to within the United States
- Canada, Mexico, Colombia, Germany, Netherlands, France, Australia, Japan, Republic of Korea, United Kingdom shipped to outside of the US
- 704 cities and towns shipped to
- 75414+ 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: 60
- 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

“Very flavorful good aroma, Thank you” Merle S. Marlton NJ

“This coffee looks and smells amazing. When brewing 25g of coffee in 300g of water I get too much acidity for my taste. Chilling the coffee helps a lot with this. So I'm enjoying as iced coffee.” Clay C. Floyds Knobs IN

“Love this coffee! Thank you!” Tom T. Redlands CA

“Great with cream; very smooth” Karl G. Gibbon MN

“Fantastic taste to this, swish with a nice lemon aftertaste, nutty forward notes” Chris H. Turlock CA

“Zane liked this coffee, and I liked it too. Good straightforward everyday coffee.” 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: {James will fill in}

Social equity: {James will fill in}

Roast Level: Medium roast

Coffee Profile Name: Classic Profile

SCA Cupping Score: 86.25

{Why we selected this coffee}

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

astringent finish

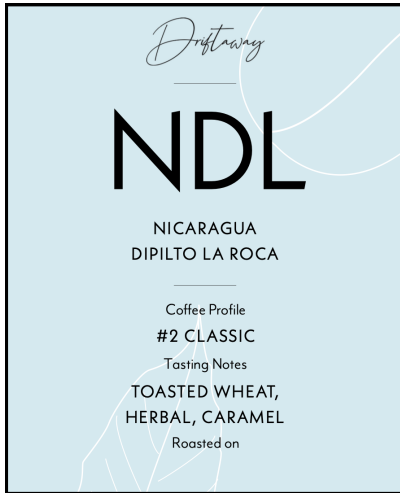
dark cocoa wheat

chocolate cocoa
toasty

black tea
caramel

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

La Roca is produced by 40 small scale coffee farmers located in the Cordillera del Dipilto, a nature reserve with incredible biodiversity. La Roca producers are skilled in agronomic practices and producing specialty coffee, which has earned Dipilto coffee international recognition. Dipilto growers have mastered their craft over generations, combining traditional knowledge with modern techniques.



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

ROASTER'S NOTES

As summer coffee arrivals have been delayed, we have needed to improvise a bit, deciding which coffees to roast in early summer. Luckily, this year's La Roca harvest just arrived and is tasting better than ever. Coffee from this group of farmers in Nicaragua has been a good addition in the Classic profile before, but the sweetness is off the charts this year!

DID YOU KNOW?

Aside from working with coffee, the producers also grow beans, corn, jocotes (tropical plum), and flowers, and have other businesses to diversify their income.

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
Nicaragua, Dipilto

FARMERS & IMPORTER
40 small scale farmers
Caravela

PROCESSING TYPE
Washed

ALTITUDE
1200 - 1500 meters

VARIETAL
Catuai, Caturra, Pacas, Bourbon

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/ndl/>

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.

NDJ | Nicaragua Dipilto La Roca
 Classic Profile | Medium roast
 Tasting Notes: Toasted Wheat, Herbal, Caramel

THE STORY BEHIND THIS COFFEE

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

IT ALL STARTS AT THE COFFEE FARM

La Roca is produced by 40 small scale coffee farmers located in the Cordillera del Dipilto, a nature reserve with incredible biodiversity of flora and fauna. It's located very close to the border with Honduras, in the Nueva Segovia region of Nicaragua.

This area is popular for the annual Fiesta de la Virgen de Guadalupe, which locals and people from many regions come together to celebrate. The festival is named after the Virgen de la Piedra, a sacred monument on a famous large rock at Dipilto - and this rock is where the coffee, La Roca, got its name!

La Roca producers are skilled in agronomic practices and producing specialty coffee, which has earned Dipilto coffee international recognition. Dipilto growers have mastered their craft over generations, combining traditional knowledge with modern techniques. Many farmers have received international accolades, won the Cup of Excellence, or placed in the top 10 of the competition, making the region highly recognized and valued. They care for these coffee crops and use their knowledge of the region's optimal growing conditions to produce exceptional-quality coffee.

Coffee Process
 La Roca producers have perfected the art of processing time, fermentation and agronomic management. Each day, carefully picked cherries, harvested at their peak of ripeness, are immediately pulped with motorized pulpers in each producer's micro-mill. The pulped coffee, still covered by its mucilage layer, is then placed in tanks where it ferments for an average of 32 to 36 hours. If the temperature is higher during the harvest season, the fermentation times could drop to 24 hours. Once fermentation is complete, the coffee is thoroughly washed before being transported in clean polypropylene bags to Comaba's La Estrella dry mill or "beneficio seco" in Spanish.

In this facility, the wet parchment undergoes a careful drying process of 12-15 days or two weeks. Each lot is assigned a unique ID number that allows us to track and trace its journey from delivery to export. Through this ID number, growers can receive valuable feedback and monitor their payment for each lot delivered during the harvest season.

Coffee is a source of pride and a shared heritage within the community. Dipilto's coffee producers are committed to sustainable farming practices and understand the importance of preserving the environment for future generations. They prioritize environmentally friendly methods and promote biodiversity on their farms. Aside from working with coffee, the producers dedicate themselves to the crops of other agricultural producers, such as beans, corn, potatoes (tropical plum), and flowers; they have other businesses to diversify their income.

TRACEABILITY				PRICE TRANSPARENCY
COUNTRY	REGION	IMPORTER	VARIETAL	\$3.81 Price paid by Driftaway
Nicaragua	Dipilto	Comaba	Caturra, Caturra, Pacas Bourbon	
PRODUCER	MILL / WASHING STATION	PROCESSING	ALTITUDE	\$2.97 Free on Board price
Various smallholders		Washed	1250 - 1500 meters	
DID YOU KNOW				\$2.37 Farm Gate price
Specialty coffee is what makes Dipilto such a well-known area - conditions like elevation, soil and microclimates make this community ideal for exceptional coffees.				\$1.88 Fair Trade price per pound
				June 23: \$1.68 Coffee C-Market price per pound
				\$0.05 Driftaway's World Coffee Research contribution per pound

This coffee travelled 3,595 miles to the Driftaway Coffee roastery in Queens.

compliments & tasting observations with the farmers.

SEND FARMER FEEDBACK

WHY DID WE SELECT THIS COFFEE?

The quality of coffee that Burundi Seeds Specialty produces is some of the best in Burundi, and this harvest from Campazi checks all of our boxes for an exceptional Fruity profile: it's intense, juicy and of course, fruity! The clarity of the acidity is super defined and structured, making this a coffee that both washed-process and natural process fans will love.

AVERAGE CUPPING SCORE
 86.5 /100

LEARN MORE ABOUT CUPPING SCORES

86.5 SCAA Cupping Score | 18 x 60 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 is a lot related to last year's Ruvumu from the Seeds Cooperative in Ngazi. We had a chance to taste this coffee during harvest last year and were really excited to select it as our Natural Process Burundi for 2023. It took a long time to arrive due to logistics slowdowns in ocean freight, as has happened in the past few years. However, this coffee luckily has a really long shelf life and is tasting great today. It's going to be a fun one with many intense and complex fruity notes."

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

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 charter in place guidelines. Each cupping is conducted by our roasting staff Karen D. and Ian T. using standard equipment, and is

COST BREAKDOWN OF 12 OZ (340g) BAG OF COFFEE

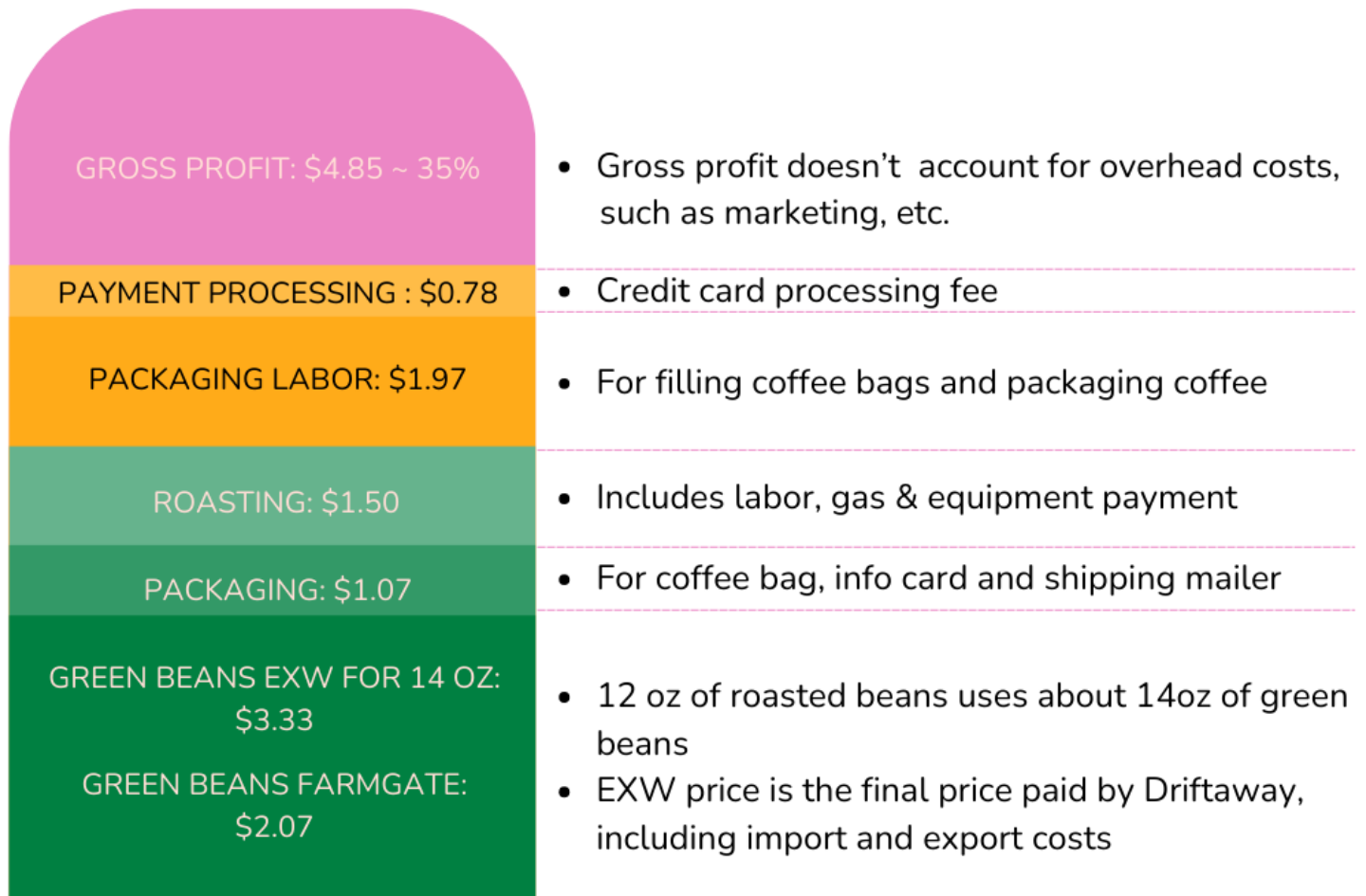
15

RETAIL PRICE = \$13.50

10

5

0



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.