



FARMER FEEDBACK REPORT

FOR: NSC | Nicaragua SACACLI Cooperative

BY: DRIFTAWAY COFFEE

Roasted between: October 8th, 2023 and November 1st, 2023

Address: 85 Debevoise Avenue, Brooklyn, NY 11222, USA
hi@driftaway.coffee | +1(347) 762-8576 | <https://driftaway.coffee>

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.

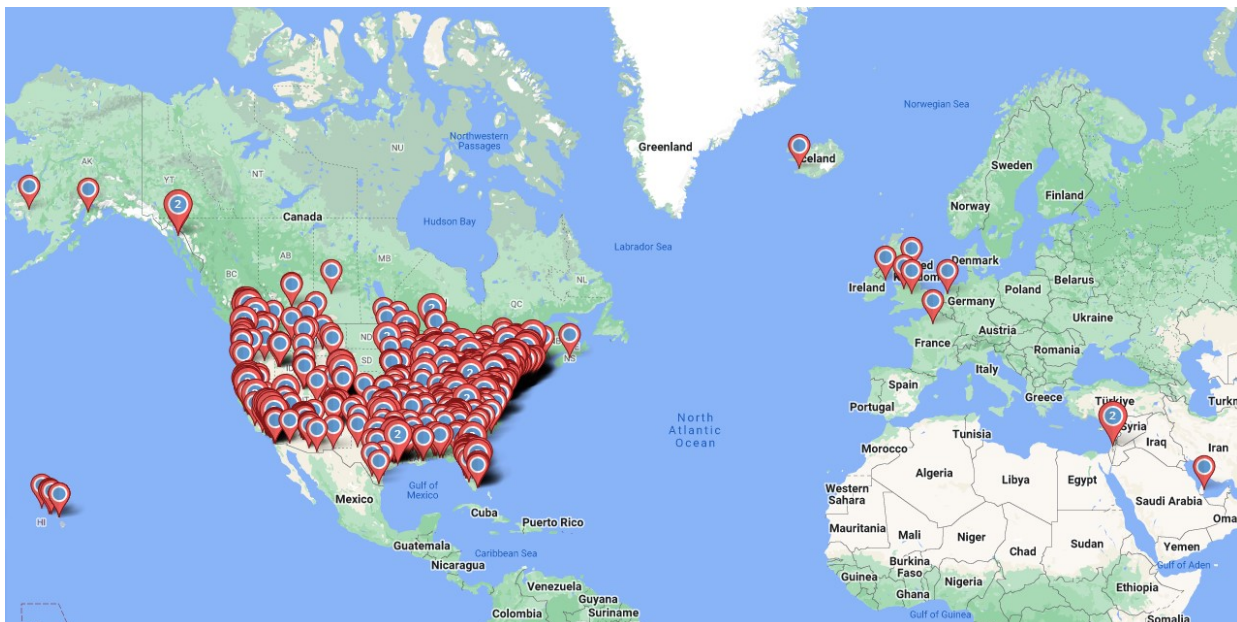
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



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.

- 1553 customers received this coffee in the mail
- 53 states and territories shipped to within the United States
- Israel, Canada, United Kingdom, France, Qatar, Ireland, Netherlands, Iceland, Japan shipped to outside of the US
- 908 cities and towns shipped to
- 84842+ 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: 55
- 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

Excellent beans, thank you. Gary K. ON, CA

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: Light-Medium
Coffee Profile Name: Balanced
SCA Cupping Score: 86.75

This coffee is a perfect match for the Balanced profile: delicate with complex acidity and bass notes that complete the cup.

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.

lime
malt
red apple
berry
white grape
finish
milk chocolate
cocoa
chocolate
cherry

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.

NICARAGUA SACACLI COOPERATIVE



SMALL HOLDER FARMS

TASTING NOTES
Dutch Chocolate,
Walnut & Apple



FARMER TRAINING



SUSTAINABLY GROWN

COFFEE PROFILE & LABEL COLOR
Balanced | Red

ROAST LEVEL: Light-Medium ●●○○○





NICARAGUA SACACLI COOPERATIVE

| | |
|--|-----------------------------|
| GROWERS 537 smallholder producers | PROCESSING Washed |
| VARIETALS Caturra, Catuai, etc. | ALTITUDE 900 - 1250m |

SEND THE FARMER YOUR FEEDBACK!

Rate the coffee & send your notes to the farmers, in a first-of-its-kind two way transparency. driftaway.coffee/farmer-feedback

COFFEE PRODUCER'S STORY

Growing coffee in Jinotega, Nicaragua, the SACACLI cooperative focuses on self-sustainable development, the continuous improvement of the quality of life for its members, and gender equity. They have implemented a range of practices on their farms including water conservation, soil management and agroforestry.

ROASTER'S NOTES

This is the first coffee we have roasted which comes from Regenerative Organic Certified farms. We are working on getting the ROC certification ourselves, starting with becoming a certified organic coffee roaster. We hope to roast more of these coffees as Organic and ROC in the near future when we are fully certified. For now we can enjoy the flavor of this very special coffee which was grown at the forefront of sustainable coffee production.



SCAN THE QR CODE FOR MORE DETAILS

Or visit driftaway.coffee/nsc

Last date to order more: 1st Nov 2023

This card 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/NSC/>

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.

NSC | Nicaragua SACACLI Cooperative
Balanced Profile | Light-medium roast
Tasting Notes: Dutch Chocolate, Walnut, Apple

THE STORY BEHIND THIS COFFEE

- FARM: Harvested (March 2022)
- GREEN SELECTION: Green Selection (Jan 2022)
- ROASTING: Roasted (Nov 2022)
- QUALITY CONTROL: Quality Control (Feb 4, 2022)
- PRODUCTION & SHIPPING: Production & Shipping (March 2022)
- AT YOUR HOME: At Your Home (Feb 2022)

IT ALL STARTS AT THE COFFEE FARM

The SACACLI Cooperative in Jinotega, Nicaragua, was founded in 1994 by 29 associates, and now boasts 557 members, of which 85 are women. The cooperative began its operations in the coffee sector in 2008 with the help of 22 members in the municipality of Panzose. By the 2017-2018 harvest, they had members and farms and Organic certified farms.

They offer high-quality coffee and agricultural products while prioritizing environmental protection and community well-being. The group focuses on self-sustainable development, the continuous improvement of the quality of life for its members, and gender equity. They have implemented a range of practices on their farms including water conservation, soil management and agroforestry. In addition to coffee, they also work with chili, tomato, and onion. Currently, the cooperative supports small and medium producers with services like savings, credit, supply training, coffee marketing, and technical assistance.

The cooperative grows their coffee using regenerative agricultural standards. Regenerative agriculture is the most effective tool that farmers have against deforestation, soil degradation, and soil preservation.

Essentially, the general of regenerative agriculture is to grow in a way that will protect the next generation of farmers. It aims to take the best parts of organic agriculture and build on it. It asks, what are the best practices we can use for soil health, for animal welfare, for labor, for farmers, and it combines it into one standard.

| TRACEABILITY | | | PRICE TRANSPARENCY | |
|--|----------------------|---------------------|--------------------|----------------------------|
| COUNTRY | REGION | IMPORTER | PRICE | |
| Nicaragua | Jinotega | Sustainable Harvest | \$3.40 | Price paid by Driftaway |
| | | Marafinos | Not available | Free on Board price |
| PRODUCER | MILL/WASHING STATION | PROCESSING | ALTIITUDE | |
| 402 smallholder farmers (81 women, 531 men) | On the farms | Washed | 900 - 1250 meters | \$2.10 |
| | | | | Farm Gate price |
| DO YOU KNOW | | | | |
| Nicaragua is the 2th largest coffee producer in the world, producing more than | | | \$1.81 | Fair Trade price per pound |

WHY DID WE SELECT THIS COFFEE?

This coffee is a perfect match for the Balanced profile: delicate with complex acidity and bass notes that complete the cup.

AVERAGE CUPPING SCORE
86.75 /100

LEARN MORE ABOUT CUPPING SCORES

86.75 SCAA Cupping Score
15 x 69 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 the first coffee we have roasted which comes from Regenerative Organic Certified farms. We are working on getting the ROC certification ourselves, starting with becoming a certified organic coffee roaster. We hope to roast more of these coffees as Organic and ROC in the near future when we are fully certified. For now we can enjoy the flavor of this very special coffee which was grown at the forefront of sustainable coffee production."

READ MORE ABOUT THE SELECTION PROCESS

HOW DID WE ROAST THIS COFFEE?

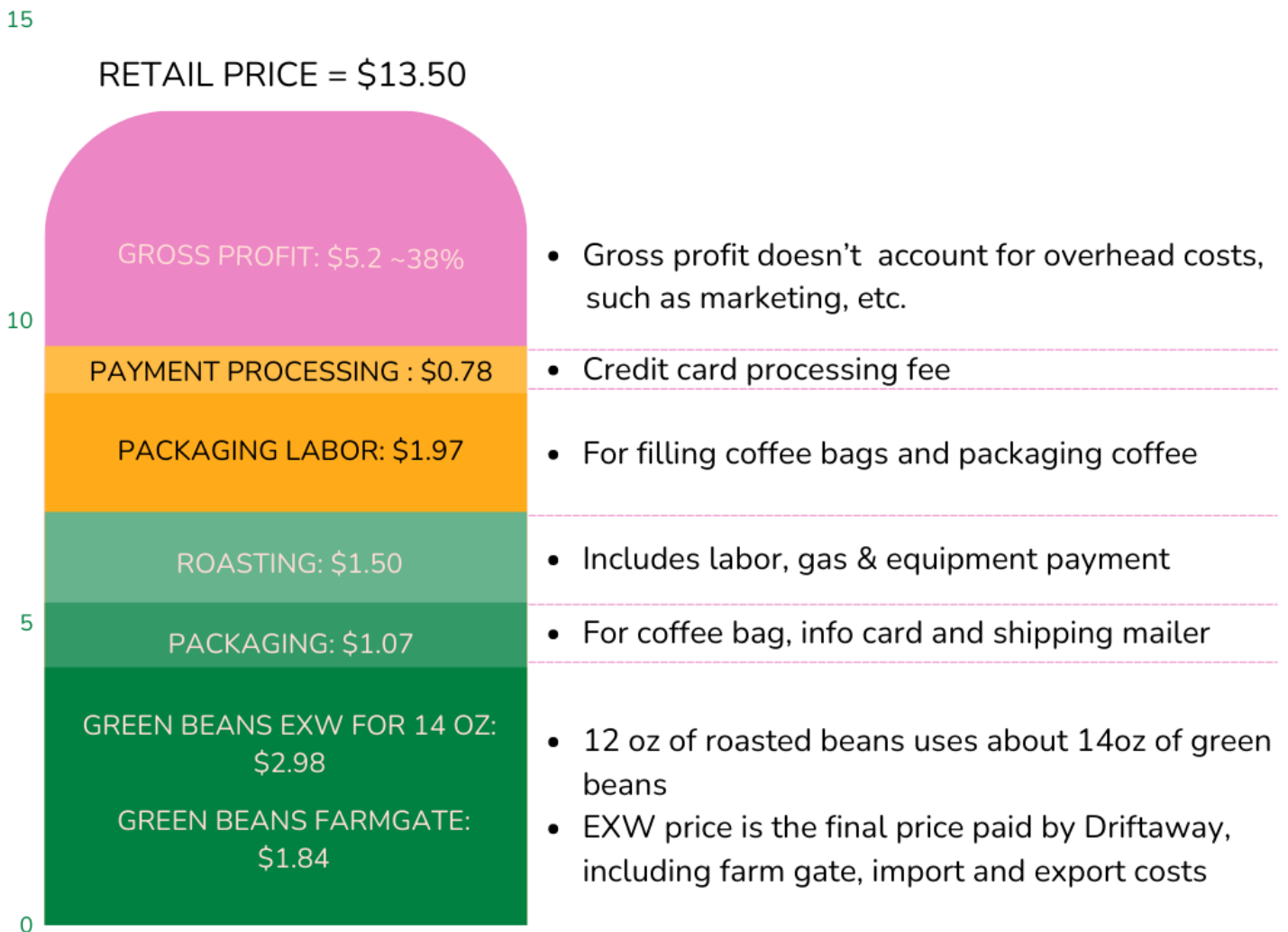
This coffee is being roasted by Ian T. from October 8 to November 1 in Brooklyn. We use the Loring Kestrel roaster for this profile. We have strict guidelines for each of the coffee profiles, and this roast has to pass the development time ratio test as measured in real-time by the roasting software, CROSTER. 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 10.

- 5.0 = 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

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.