



FARMER FEEDBACK REPORT

FOR: PDI | Peru Damas de San Ignacio

BY: DRIFTAWAY COFFEE

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

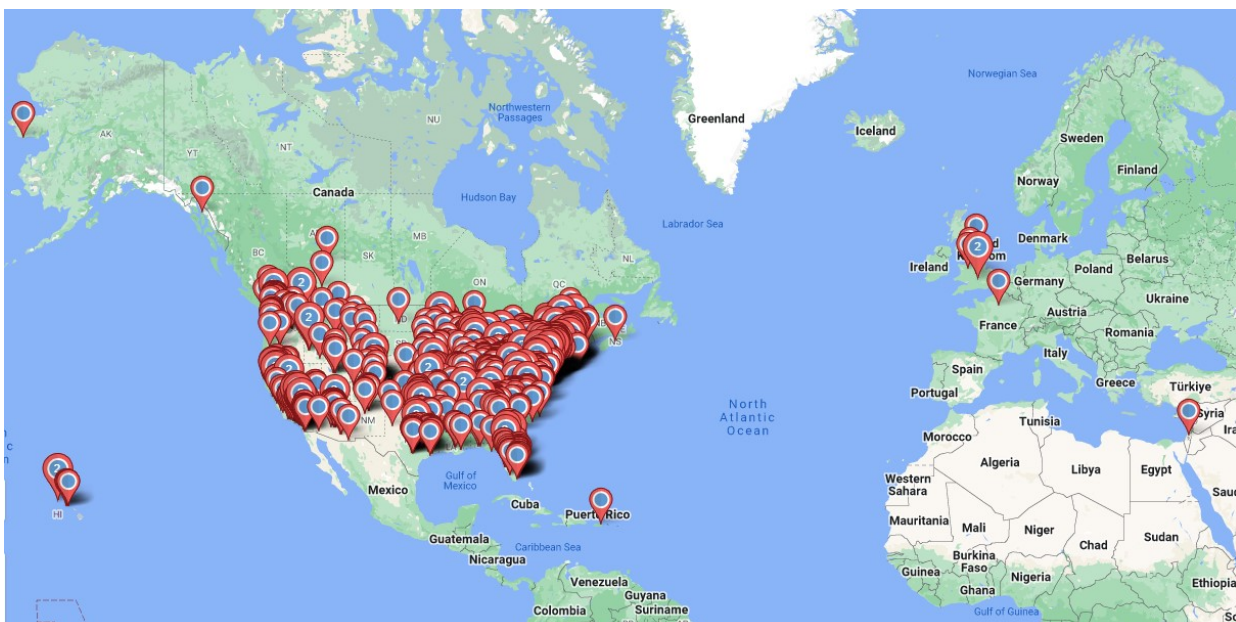
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



WHO RECEIVED THIS COFFEE

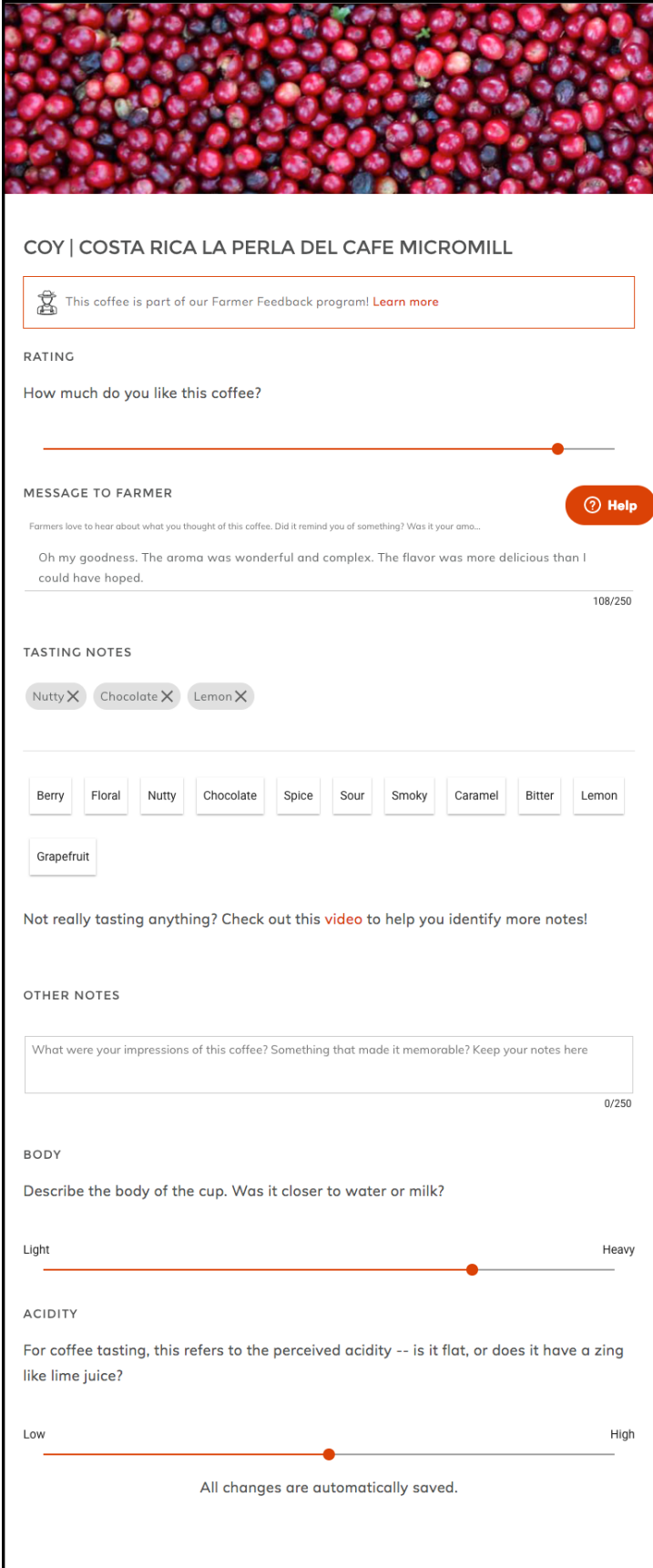
Driftaway Coffee customers are all over the United States and some in Europe. We shipped this coffee within 24 to 48 hours from roasting.

- 1473 customers received this coffee in the mail
- 54 states and territories shipped to within the United States
- Israel, Canada, United Kingdom, France, Australia, Taiwan shipped to outside of the US
- 881 cities and towns shipped to
- 73814+ 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 [Help](#)
Farmers love to hear about what you thought of this coffee. Did it remind you of something? Was it your amo...
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

This is one of the best coffees I've ever had. Evan L.
TX, US

I liked this coffee very much. Thank you for the care
you take to make such good coffee. Dewey S. OK, US

Loved this coffee. Some of the best I have had this
year. Gary B. IN, US

Loved this coffee, one of my favorites ! flavors, smell
and boldness combined. Karen H. CT, US

Definitely a fav coffee, everything I like, bold, smooth,
rich flavor! Vicki S. MI, US

FABULOUS! My top favorite! 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-Dark
Coffee Profile Name: Bold
SCA Cupping Score: 84.75

This lot from COOPAFSI's women producers has always impressed us, and for this medium-dark roasted Bold profile, we look for coffees that can hold up to the higher heat and longer time in the roaster. This coffee's higher altitude contributed to denser beans that can do just that, delivering a rich body and sweetness for days.

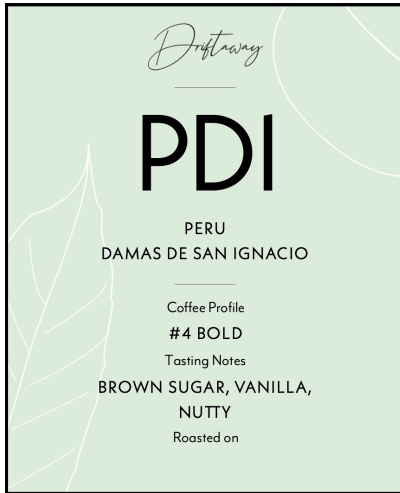
Quality Control Tasting Notes

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.

fudge
plum brown sugar
dark chocolate
chocolate
toasty black tea finish clove 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.

PERU DAMAS DE SAN IGNACIO

WOMEN OWNED FARMS

TASTING NOTES
Brown Sugar, Vanilla & Nutty

COFFEE PROFILE & LABEL COLOR
Bold | Green

ROAST LEVEL: Medium-Dark ●●●●○

FARMER TRAINING **SUSTAINABLY GROWN**

PERU DAMAS DE SAN IGNACIO

GROWERS 90 smallholder producers **PROCESSING** Washed
VARIETALS Colombia, Bourbon, etc. **ALTITUDE** 1500 - 1750m

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
Las Damas coffee was grown by the 90 women members of the COOPAFSI cooperative. When it was officially established in June 1969, gender equality was an important factor, since the land they purchased was divided among all members. Gender equality has continued to be a driving force, making this co-op extremely unique in how they empower and promote women farmers. Currently, 30% of the co-op's 300 members are women.

ROASTER'S NOTES
This year's harvest of Peruvian coffee is beginning to arrive, and this women-owned coffee from the COOPAFSI co-op in northern Peru is always a welcome addition to our menu in the fall. The coffee is consistently sweet with earthy spice aromas. It is so consistent every year that tasting it again feels like revisiting a familiar place or getting a visit from an old friend.

SCAN THE QR CODE FOR MORE DETAILS
Or visit driftaway.coffee/pdi
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/PDI/>

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.

PDI | Peru Damas de San Ignacio
 Bold Profile | Medium-dark roast
 Tasting Notes: Brown Sugar, Vanilla, Nutty

THE STORY BEHIND THIS COFFEE

IT ALL STARTS AT THE COFFEE FARM

Las Damas coffee was grown by 90 members of the COOPAFSI (Cooperativa Agraria "Tronera San Ignacio") cooperative. When it was officially established in June 1999, gender equality was an important factor since the land they purchased was divided among all members. Gender equality has continued to be a driving force, making this co-op extremely unique in how they empower and promote women farmers. Currently, 50% of the co-op's 300 members are women.

The 90 women farmers whose coffees make up Tres Nubes contribute to the physical and sensory quality of COOPAFSI's coffee. They focus their efforts on improving coffee quality and consistency, and are always managing new projects and developing new ways to improve the lives of their families.

COOPAFSI aims to improve the living conditions and incomes for all its members by providing loans, assisting with medical costs and exams, offering educational opportunities and higher premiums based on certifications and quality. In 2016, a committee of women was formed to distribute loans which will enable producers to improve their own land while also taking part in new developments for their kitchens, crafts and livestock. The committee also created a computer lab which allows all members to stay up to date with modern technology.

TRACEABILITY

COUNTRY	REGION	IMPORTER	VARIETAL
Peru	San Ignacio	Royal NY	Caturra, Typica, Caturra Blanca, Nona

PRICE TRANSPARENCY

\$2.91	Price paid by Driftaway
Not available	Free on Board price
Not available	Form Gate price
\$1.66	Fair Trade price per pound
\$1.46	Coffee C Market price per pound

PRODUCTION

PRODUCER	MILL WASHING STATION	PROCESSING	ALTITUDE
Various smallholders	On the farms	Washed	1500-1950 meters

DO YOU KNOW?

There are more than 100,000 coffee growers in Peru, most of whom are indigenous and speak Spanish as a second language.

WHY DID WE SELECT THIS COFFEE?

This lot from COOPAFSI's women producers has always impressed us, and for this medium-dark roasted Bold profile, we look for coffees that can hold up to the higher heat and longer time in the roaster. This coffee's higher altitude contributed to denser beans that can do just that: delivering a rich body and sweetness for days.

AVERAGE CUPPING SCORE

84.75 /100

LEARN MORE ABOUT CUPPING SCORES

84.75 SCAA Cupping Score
15 x 69 k Bags purchased
4 years Length of producer relationship
100% (in 2022) Transparent coffees purchased

A note from Ian T., Lead Roaster & Green Coffee Buyer

"This year's harvest of Peruvian coffee is beginning to arrive. This women-owned farmer lot from the COOPAFSI co-op in northern Peru is always a welcome addition to our menu in the fall. The coffee is consistently sweet with earthy spice aromas. It is so consistent every year that tasting it again feels like revisiting a familiar place or getting a visit from an old friend."

HOW DID WE ROAST THIS COFFEE?

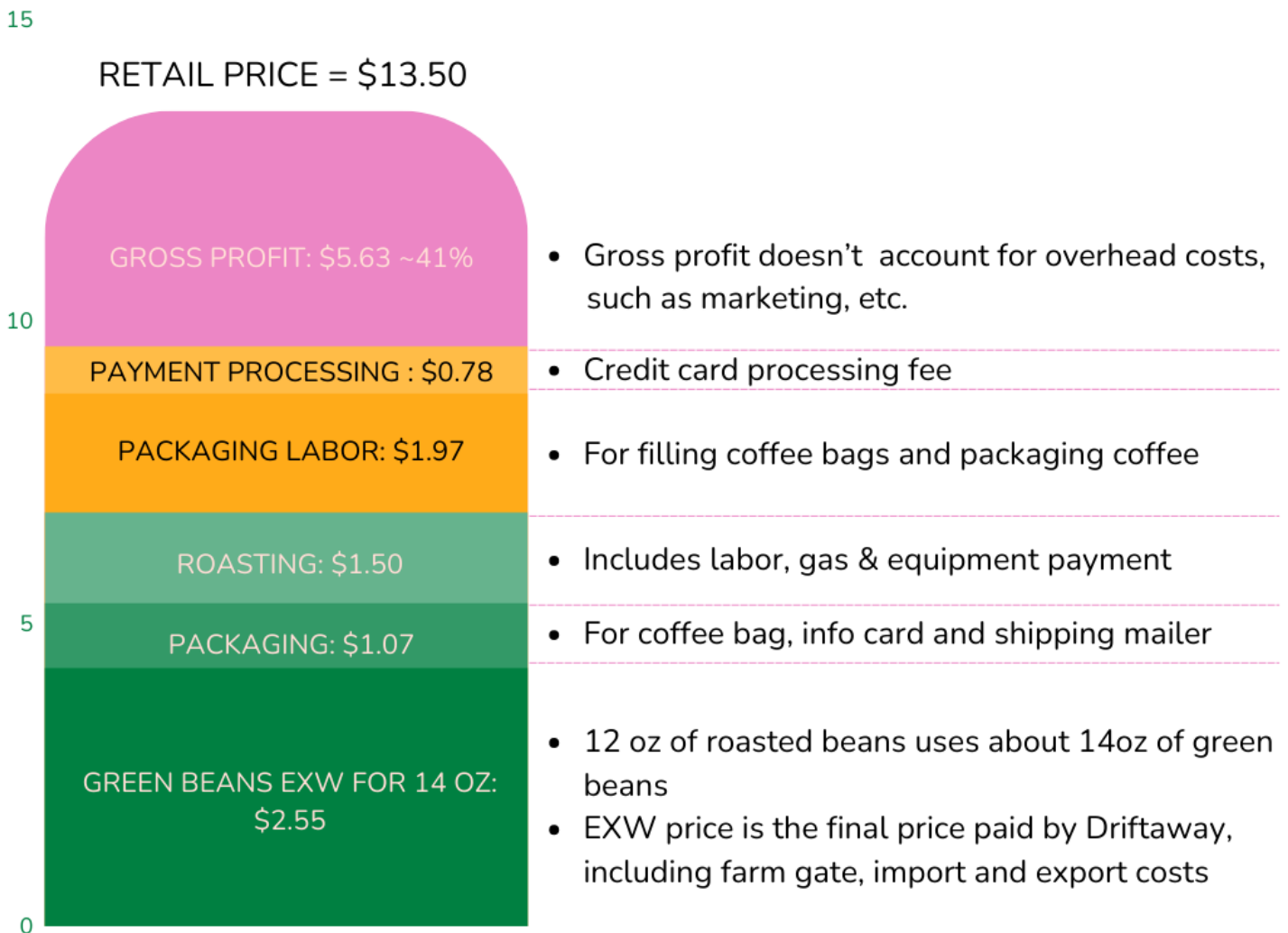
This coffee is being roasted by Ian T. from October 8 to November 1 in Brooklyn. We use the Loring Kestrel roaster for this profile. We have strict guidelines for each of the coffee profiles, and this roast has to pass the development time ratio test as measured in real-time by the roasting software,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



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.