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EXPO DAILY EDITION

APRIL 20, 2018

30 YEARS OF EXPO

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EXPO DAILY EDITION

APRIL 20, 2018

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Recap: BLOOM Providence TODD MACKEY

SCHEDULE OF EVENTS

FRIDAY, APRIL 20

- 7am-6pm Expo Registration Open
- 8:30am-5:30pm Coffee Skills Classes & Workshops
- 9am-5pm United States Barista Championship - Round 1
- 9am-12pm Lectures
- 10:30am Official Opening of Exhibits, Hosted by SCA Board Of Directors
- 10:30am-5:30pm Exhibit Hall Open
- 10:30am-4pm United States Brewers Cup Championship - Round 1
- 10:30am-4pm United States Cup Tasters Championship - Round 1
- 12-2pm Scientific Poster Session
- 4-6pm Coffee Technicians Guild Meeting & Mixer

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FEATURED



Implementing Drone Technology in Coffee Farming

BY LYELA MUTSIYA

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LAUREN LATHROP
Coffee Educator, Portland Roasting



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30 YEARS OF EXPO

BY DONALD SCHOENHOLT

This year marks the 30th specialty coffee conference put on by the association. For perspective on the earliest gatherings, we turned to Donald Schoenholt, who was the first president of the Specialty Coffee Association of America, and instrumental in the early growth of the specialty association and industry. He runs Gillies Coffee in New York, the oldest operating coffee roasting company in the United States. Here he is in his own words on the founding of the SCAA and Conference [now Expo].

30



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Pre-SCAA there were "organizational meetings" held in private rooms each Summer and Winter wherever the Fancy Food Show was held in 1981 and 1982 (New York, San Francisco, Houston). In October 1982 the Steering Committee wrote the Constitution and By-laws at the Louisa Hotel on Knob Hill in San Francisco. The association became "official" in January 1983. We wanted an opportunity to be together as a family at least once a year, and in those pioneer days we continued to link our gatherings to the Fancy Food Show as many of our members were members of the trade group that put on those shows, and several, including my own company, had booths at those shows. After the first couple of years trying to manage our affairs with volunteer labor, we had hired a Washington DC management company to run our day-to-day business, and publish our In Good Taste newsletter. When we thought we had the strength to have a show of our own, we turned to them to set it up for us.

Our first "Conference" was held in New Orleans, in 1988. It far exceeded our expectations in draw, and excitement as an experience. If memory serves, almost 350 folks came. We had a roster of prominent industry members as speakers, and there were over four dozen exhibitors; two that I remember

off the top of my head that are still yearly exhibitors are Bunnomatic, and Royal Coffee San Francisco. I believe that Ellen Jordan Reidy (at that time with Van Cortlandt Importers) chaired that first conference. At the last minute her child took ill, and she was unable to attend, and I filled in for her giving the "Roasters" lecture and leading a general discussion on the subject of roasting. The following year the Conference was in Oakland CA, and the year after that in Orlando FL. In those early years the educational component of the gathering was considered preeminent, with the "show/exhibition" portion being subordinate to the lectures, round-tables, and other educational programs.

Through the years the Conference has grown, becoming the best attended coffee industry gathering in the world. It has changed directions, and changed names several times as the industry, and the association that represents it have moved from the backwater to being the preeminent forces in the coffee world. At the moment the conference is named Expo, and the educational tracks have become subordinate to the exhibition floor. The social aspect of being together as a family, and the collegial nature of the intellectual discourse at the annual specialty coffee gathering has remained a constant.

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A COLLABORATIVE APPROACH TO IMPROVING FARMWORKERS WELL-BEING IN COLOMBIA

BY: ANGELA PELAEZ

Angela Pelaez is the Sustainability Manager for RGC Coffee, a member of a coffee-growing family, and the head of the SCA Sustainability Center’s Farmworker Working Group. On Friday she gave a lecture titled Farmworker Pilot in Colombia: A Collaborative Approach to Improve Farmworker Well-Being – and what follows is a reflection from Angela on the topic and her journey to become an advocate for industry engagement in farm labor.

My journey through the labor issue started long time ago when I was a young woman helping my father in our coffee farm. During that time workers’ scarcity was not a big issue but poverty, invisibility and vulnerability have been a permanent menace for farmworkers. Decades later I had the fortune to be part of the former SCAA sustainability council and confronting labor issues became my goal. 18 years in coffee later, I found myself in a small coffee town in Antioquia Colombia, in the middle of the harvest. The sustainability council had given me the task to perform a series of interviews with coffee pickers in order to understand better their situation with the ultimate goal of collecting information

for our work. That day will always be unforgettable. I went to the main square, the place where all pickers returned with their empty baskets, having emptied them after a hard day of work. They came walking with eagerness and my challenge was to have them open up to me. I managed to talk to many of them, from an old women (70s) mistreated by years of hard work, a man in his 50s who started picking coffee in his childhood and lives his life looking for the harvest period around the country from Nariño to Tolima up to Antioquia, and whose only asset is a motorcycle, and a young man (18) who makes me cry after hearing his story.

With tears in my eyes those stories make me realize

that we must work to change the story, that those people have dreams, desires and fears like ours. That’s how our Farmworkers Aguadas project was born, with the challenge of creating well-being for workers.

RGC Coffee bet on that challenge and invited an amazing group of partners who decided to embark on this journey, among which are SCA, FTUSA, UTZ, and SOLIDARIDAD.

Today we have a project that benefits 240 workers and exercised its influence in 27 out of the 39 coffee villages in the municipality of Aguadas, Department of Caldas. The monitoring report for the first year of implementation is ready and its outcomes will be shared during the next Expo SCA

Seattle 2018, where all the people interested in coffee are invited to know more about the project: drivers for progress, limitations, results and lessons learned.

We truly believe that social inclusion is a must in the coffee industry and want to encourage more partners to invest in the future of people in coffee. What started for us as an idea to test mechanisms to improve well-being and attract a workforce to coffee farming, today is a permanent sustainable coffee program that hopes to inspire more organizations interested in workers’ well-being, increase the visibility of workers, and to motivate the industry to implement viable solutions globally.

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RECAP: BLOOM PROVIDENCE

BY TODD MACKEY

Established in 2016, and since its inception hosted in Los Angeles, Chicago, and San Francisco, BLOOM was created by the BGA to bring together some of the best minds in coffee. The event aims to ignite a national conversation while illuminating the ideas that emerge. Attendees listen, ponder, and respond to thought-leaders within specialty coffee as well those within related craft industries to expand and challenge culture and patterns prevalent to our industry in real-time.

Tucked neatly between two rattling New England Nor'Easters and hosted in the ever-quiet Providence, RI, the most recent BLOOM Event saw the gathering of approximately 125 coffee professionals from all over New England, the Tri-State Area and beyond. As the flood of morning light poured into the Waterfire Arts Center, so did attendees anxious to spend time together, share coffee stories, and consider the material on the schedule to be presented.

BLOOM PVD began with an extended networking session fueled by morning coffee brewed by various regional and national roasters. Soon Dr. Carla Martin, Executive Director of the Fine Cacao Institute, was welcomed to the stage for her presentation, More Than

Mochas: Exploring Chocolate and Coffee Together. Carla took immediate hold of her audience with her command of the social history of the cacao trade, her passion for the product, and the amount of fun she was having as she challenged attendees to consider ways to elevate quality chocolate experiences alongside specialty coffee. Graciously, following her presentation, Carla organized a guided chocolate tasting for the room. From sampling methodology and flavor notes, to insights on how and why certain common practices have come to exist within chocolate production, she provided a tremendous framework for inspiring interest for better chocolate at specialty coffee retail.

Following Dr. Martin's presentation was the first of two panel discussions for the

day. Process to Possibility: Exploring Varying the Coffee Process at Origin led by Todd Mackey (Olam Specialty Coffee) and including Cheryl Kingan (Café Grumpy), Jamie Isetts (Merit Coffee), Justin Enis (Bolt Coffee), and Mayita Mendez (Irving Farm Coffee Roasters), aimed to unpack ways processing coffee at origin is driving business for specialty coffee retailers. Conversation jumped fluidly from the ways dynamic processing flavors provide important entry points for new specialty coffee drinkers to the more controversial topics of strategically aging green coffee various ways to brewing manipulation and flavor control. Particularly gripping was the negotiation of risk distribution between producers and buyers against the potential returns. The BLOOM attendees engaged their panelists over the course of the session, whose grace, passion for coffee, and thoughtful approach to their respective work seemed to bring on widespread, refreshing introspection.



As the Process to Possibility panel concluded, attendees broke out to a lunch hosted in the shadow of Rosa Parks' childhood home currently erected in an interactive exhibit in the Waterfire Arts Center. Conversation from morning sessions carried through coffee to the beginning of the





After a brief interlude, the program transitioned to what would be the final session for the day, the second panel offering, Retailer to Roaster: The Transition to Roasting Your Own Coffee. Moderated by Candice Madison (Irving Farm Coffee Roasters), and including Angela Bryant (Primer Coffee), Christian Johnson (Spyhouse Coffee), and Kyle Bellinger (NEAT Coffee / El Osito), the session was punctuated by stories detailing hard-fought lessons learned in transition from multi-roaster café to roaster-retailer.

As BLOOM Providence concluded, Satellite Events in Portland (Pacific Foods / Portland Roasting), Seattle (Miir), Los Angeles (Coffee Manufactory), and Knoxville (Vienna Coffee Company) were warming up. Thanks to host companies, local communities gathered throughout the week to discuss content distributed from PVD as well as unique presentations. All in all, BLOOM Providence was a fantastic success and widely enjoyed by attendees. The Barista Guild is looking forward to more coffee and conversations as we BLOOM together in 2019!



first afternoon session hosted by Bailey Arnold (Gregory's Coffee) and presented by Dr. E. Michele Ramsay, Associate Professor at Penn State: Managing Conflict and Emotional Labor. Perhaps one of the greatest takeaways of the day for many attendees was Michele's encouragement that we should not

consider conflict expressly good or bad. Her thoughtful presentation on conflict as an ever-present part of our personal and professional experiences was flanked with practical, humble tactics for how to deliver better service and support to our guests, co-workers, employees and each other.



EXHIBITOR, SPONSOR & INDUSTRY NEWS

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LOGAN PORTMANN

In recent years, increasing attention has been given to the "Go Green" movement. It is largely driven by consumers who want to see less waste more sustainability in the overall supply chain of products they purchase. This should come as no surprise to coffee merchants who have been catering to an increasing demand for sustainable coffee.

Rekerdres & Sons recognizes that integral aspects of sustainability in the coffee supply chain – counting, training, and tracing – lead to an improved state of risk. This prompted the development of our unique Green Dividend® (GD) Program, which is a financial recognition of better operations within the tenants of sustainability. The Policyholder designates a foundation, group, or other beneficiary to receive this annual dividend – which is issued independent to any losses the Policyholder may have sustained.

In order to qualify, participants must have implemented programs where they keep solid count of their stocks, train their producers in the good handling and care of green coffee, and keep track of the coffee as it moves through the supply chain.

Where implemented, these practices have proven to reduce losses, which is a boon for our merchant clients as well as the insurance companies. (And of course, reduced losses can result in reduced premiums!)

The day will come where unsustainable ag will be uninsurable and unfinanceable. Be sure that you and your farmers are set up now for many decades of success!

SPONSORED CONTENT

RE:CO FELLOW SPOTLIGHT: IMPLEMENTING DRONE TECHNOLOGY IN COFFEE FARMING

BY LYELA MUTSIYA



Lyela Mutsiya is a Re:co Symposium Fellow, a program sponsored by Illy Caffé, and also the recipient of the Randy Wirth Fellowship Award. This special award is for professionals who are working in the field of sustainability in specialty coffee. This award is supported by the survivors of Randy Wirth, co-owner of a coffee roasting company named Caffè Ibis. Randy lost his life just weeks before Symposium in 2015, and Sally, his widow insisted his ticket go to someone else. This fellowship award has become a staple of the Re:co Fellows program, in Randy's honor. Past Randy Wirth Fellowship Award recipients include: Joanna Furgiuele, Mbula Musau, and Aleida Stone.

Re:co

THE SPECIALTY COFFEE SYMPOSIUM

As a coffee farmers daughter I understand the challenges my father faces and it is important for me to do something about it. In 2017 I established Kenspeco (short for Kenya Specialty Coffee) a coffee exporting and farm management company. I opened this company with one goal in mind, to eradicate poverty within the coffee industry. Our goal is to leverage technology, including Unmanned Aircraft Systems (UAS), to elevate

traditional farming methods and crop management with data-fueled efficiency and the accuracy of technology.

I graduated from Lewis University last year with a B.S. in Aviation Administration and a minor in Unmanned Aircraft Systems (UAS) and I am currently a licensed Remote Pilot by the Federal Aviation Authority. The knowledge and experience I have gained so far in precision agriculture has convinced me that UAS can be a

great asset to coffee farmers. Precision Agriculture is a farming management concept that is based on observing, measuring, and responding to inter-and intra-field variability in crops. Using a UAS to observe and measure plant health will definitely benefit many coffee farmers. Benefits of precision agriculture include an increase in efficiency, yield, quality and a decrease in input costs.

In Kenya smallholder coffee farmers contribute more

than half of Kenya's coffee production. Regardless of this, my father and many other smallholder coffee farmers face disproportionately high production costs. Fertilizer is a critical input in coffee production and it accounts greatly to the production cost. Significantly high fertilizer costs have caused a few smallholder coffee farmers to use manure or at times nothing at all. These practices compromise the coffee's quality and yield as well. Many coffee farmers in Kenya are stuck in a cycle of earning low returns, despite the arduous work they do. I first learned of the challenges my father faced as a coffee farmer in 2014. In addition to the aforementioned, pest and disease control in coffee farming is an extremely

important issue and another challenging problem.

After I learned about the hardships my father and other coffee farmers faced, I knew that I had to come up with a solution. A solution to not only help my father but other coffee farmers as well. The lightbulb moment of incorporating Unmanned Aircraft Systems better known as drones into coffee farming came to mind in 2015. While utilizing drones in coffee and Kenya is new, there are many proven cases in other crops globally regarding how drones are making a difference to producers and the environment. Water is becoming a political football between cities and farms and drones can help identify areas, amount, and timing of irrigation for coffee. According to the International Coffee Organization. "It is important that coffee production and processing should consider environmental needs and ensure sustainability". Benefits of using drones are: efficient crop scouting, earlier crop



stress detection, enhanced irrigation management and control, and more precise nutrient and chemical applications. This is accomplished by using a high-tech sensor that is inside the drone or mounted to the drone. Farmers use drones to collect images. The multispectral images help spot problems with a crop's health: These problems are often spotted before the human eye can spot them. When a plant is under stress, it's either due to a water or fertilizer shortage, or because pests are attacking

it. The great thing about this is that a farmer can figure out the issue and come up with a game plan to save his coffee trees before the issue gets worse. Plants reflect different amounts of visible green and NIR light, depending on their overall health, and drones can spot these variances in light.

At the moment I am focused on creating partnerships within the coffee industry that will make this research and development successful. After I complete the R&D I plan on sharing

my research with others in the industry, and especially coffee farmers so that we can all benefit. In order to foster sustainability within the coffee industry it is important for us to continuously educate each other on the techniques/ technology that are currently being used. I am certain that the work I am doing will not only transform my region, but it will make a sustainable difference in the lives of coffee farmers around the world and generations to come.

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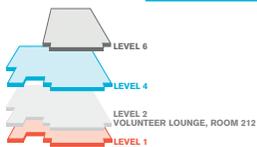
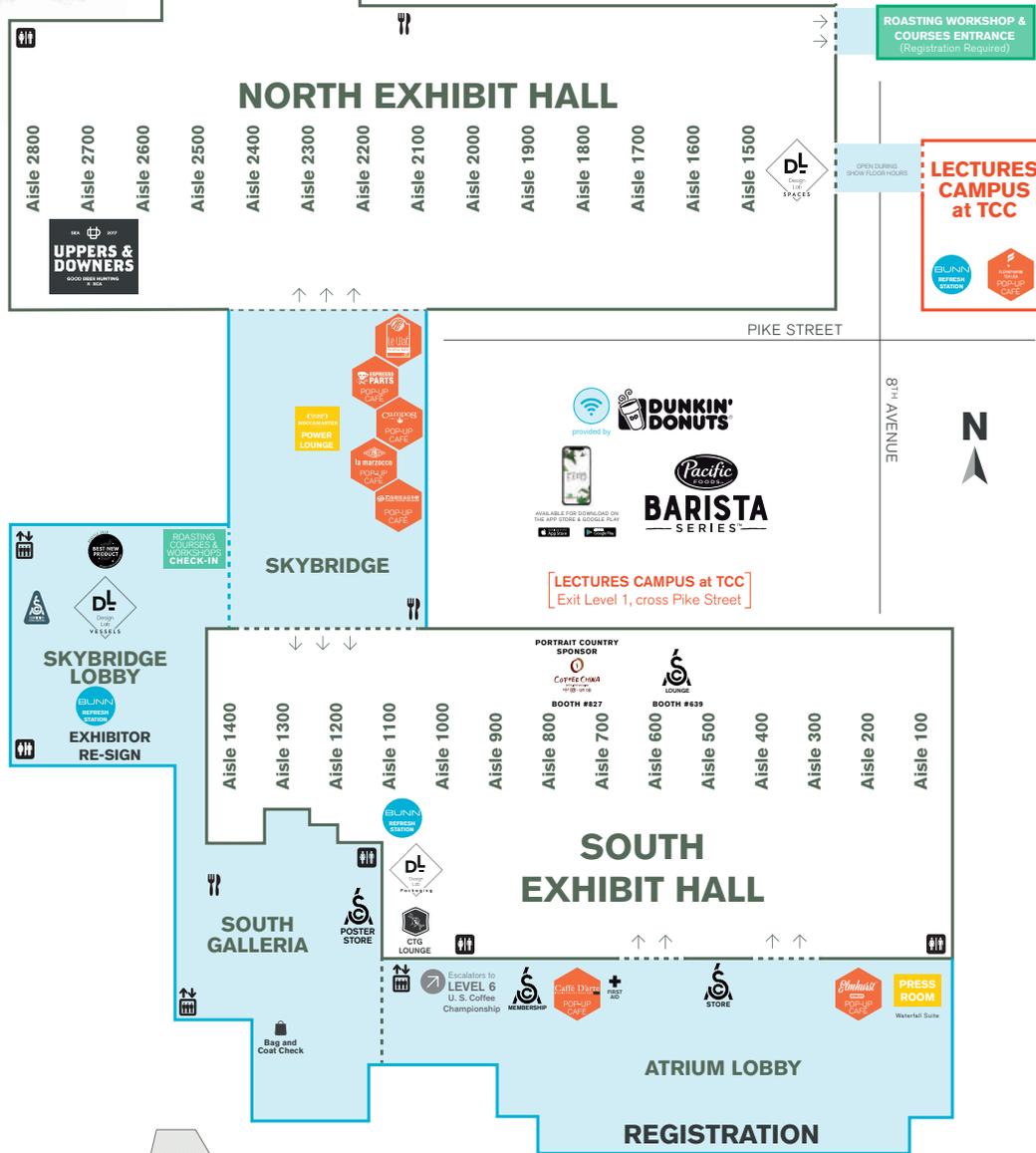



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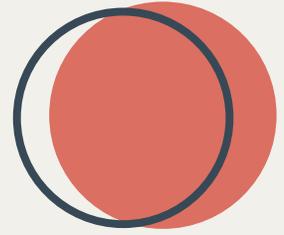


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2018 SCA SUSTAINABILITY AWARD WINNERS

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Manos al Agua: Workers in the Coffee Field

The 2018 SCA Sustainability Award winners, Manos al Agua and Twin UK, were recognized on the Re:co Symposium stage this Thursday, April 19th. The awards, created in 2004, recognize outstanding work in the field of sustainability in the coffee industry.

Manos al Agua, a program of the National Federation of Coffee Growers of Colombia (FNC), will be awarded the Project Award for their work on intelligent water management at the farm and landscape level in Colombia's coffee sector. The program is a private-public partnership between the FNC, Cenicafé, Nestlé, Nespresso, WUR, RVO and APC Colombia.

Roberto Velez, FNC's Chief Executive Officer, will accept the award on behalf of Manos al Agua.

Twin, a non-governmental organization (NGO), will receive the Business Model Award for their innovative aid-through-trade model that markets and trades coffee from smallholder farmers in countries across Latin America, Africa, and Asia. Twin won an SCA Sustainability Award in 2014 for their work in the Eastern Democratic Republic of the Congo (DRC).

Richard Anstead, Man-

aging Director at Twin, will accept the award on the organization's behalf.

The selection process for the 2018 Sustainability Awards was led by the SCA Sustainability Center's Awards Committee, chaired by Rosemary Trent of Save the Children, and the winners were chosen by individual votes from the committee's members.

"The SCA has recognized outstanding work in the field of sustainability since 2004 and with every year we see greater diversity in the approaches that companies, organizations, and individuals take to confronting the challenges facing our industry. This year's awards reflect collaborations that happen across geographies, cultures, and supply-chain roles, and I'm thrilled to be able to celebrate a kind of innovation that benefits all of us," says SCA Chief Sustainability Officer Kim Elena Ionescu.

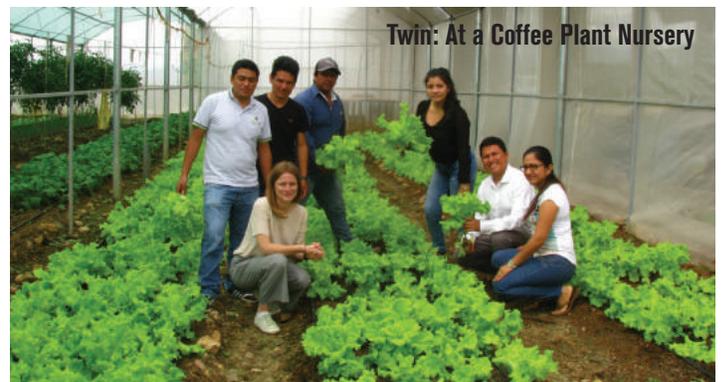
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Twin: At a Coffee Plant Nursery



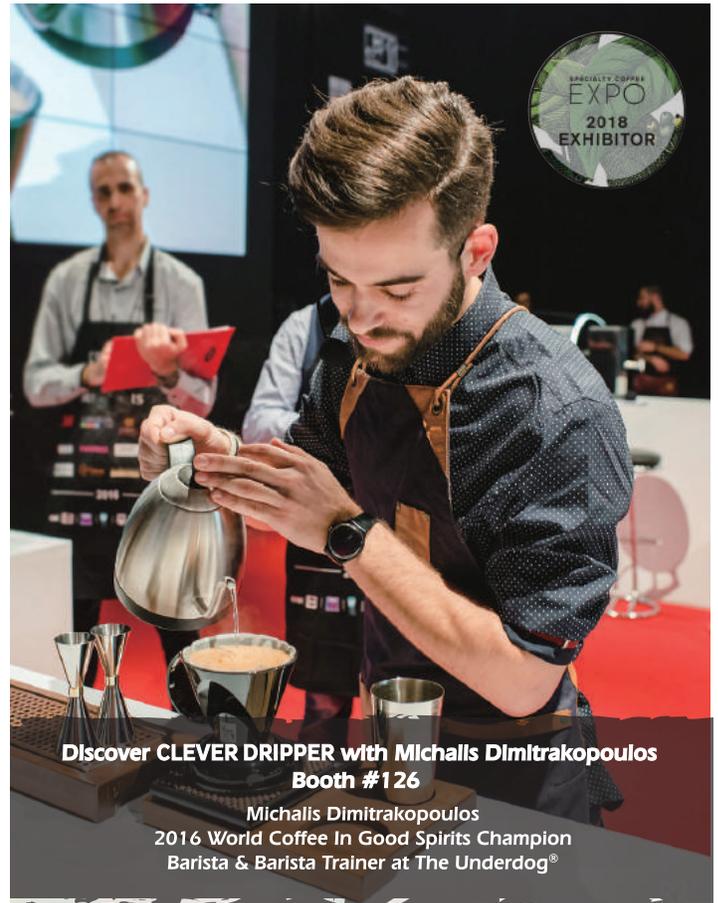
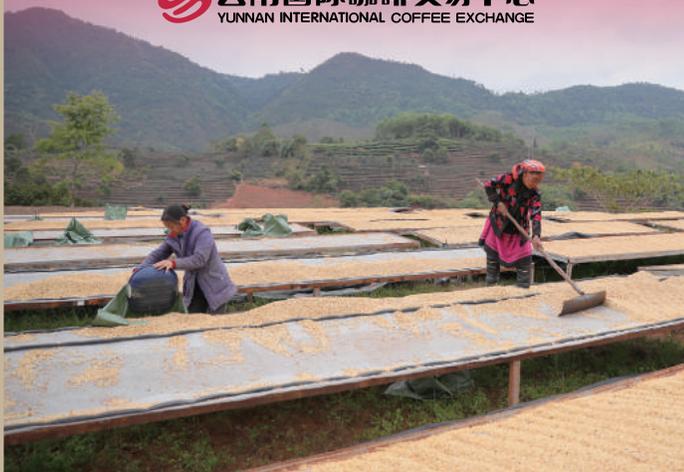
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