MEET BELLWETHER’S NEW ROASTER @ BOOTH #2356

LEAD SCHOLARSHIP PROGRAM

15 YEARS OF IWCA

PROP. 65

EXHIBITOR OF THE DAY: HOST

A PUBLICATION OF THE SPECIALTY COFFEE ASSOCIATION
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SCHEDULE OF EVENTS
SATURDAY, APRIL 21

8am–5pm Expo Registration Open
8am–5:30pm Coffee Skills Classes & Workshops
9am–12pm Lectures
9–10:15am Portrait Country Program: China
9am–3:15pm United States Coffee Championships – Semi-finals
   Individual competition start times vary
10:30am–5:30pm Exhibit Hall Open
11am–4pm United States Roaster Championship
3–4pm SCA Town Hall Meeting
4–5pm U.S. Coffee Championships – Finalist Announcements
4–5:30pm Coffee Roasters Guild Meeting – Open to Members & Others Interested in the Guild
5:30–7pm Coffee Roasters Guild Mixer

FEATURE
History of Prop. 65 BY RIC RHINEHART

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Equipment, Coffee and Food
41st International Hospitality Exhibition
October 18–22, 2019 fieramilano
As a global membership organization, benefits of membership and the participation in events and education differ depending on identity, background and access to resources, and that closing these gaps will require proactive efforts, focused attention and dedicated resources. In an effort to provide support, education, access and service opportunities to individuals from underrepresented or marginalized communities, the SCA is thrilled to announce a new program: the Leadership Equity and Diversity (LEAD) Scholarship Program to provide professional opportunities for a broad range of participants, ultimately with the goal to increase diversity among in the coffee industry.

As a global membership organization, benefits of membership and the participation in events and education differ depending on identity, background and access to resources, and that closing these gaps will require proactive efforts, focused attention and dedicated resources. In an effort to provide support, education, access and service opportunities to individuals from underrepresented or marginalized communities, the SCA is thrilled to announce a new program: the Leadership Equity and Diversity (LEAD) Scholarship Program to provide professional opportunities for a broad range of participants, ultimately with the goal to increase diversity among in the coffee industry.

One of our core values at the SCA is that we as an association recognize that diverse perspectives are needed to have a well-balanced and dynamic community. This includes (but is not exclusive to) race, gender, age, nationality, sexual orientation, member category and career, as well as in intersections of these identities. Additionally, the SCA values the development, empowerment, and retention of the best volunteer leaders and staff to engage our membership and external audiences by fostering an informative, inclusive, rewarding, and mutually-supportive environment.

Scholars in 2018-19. This year, five scholarships will be made available to two baristas, two roasters, and one coffee generalist. Applications are now open for the inaugural 2018 LEAD Scholarship Program and the deadline to apply is Friday, June 30th.

LEARN MORE: www.sca.coffee/LEAD
Email: LEAD@sca.coffee

Interested in learning more about LEAD? Join us in the Member Lounge during SCA Expo, on Saturday, April 21, from 1-2. SCA Director of Steering and Strategy for Advocacy, Ellie Hudson, and Chair of Equity, Diversity and Inclusivity Committee and SCA Board Member Colleen Anunu, will be on-site to talk with you about the program and address questions. It takes a village- several other staff and Board members may also be on hand to assist.
Introducing Zero Calorie Natural Flavoring from Monin. Add full flavor and sweetness to your favorite beverages without any sugar, calories or artificial ingredients. Made with an exclusive blend of natural sweeteners in a range of delicious coffeehouse flavors.

Visit Booth #2113 to try these new flavors!
A LOOK AT DESIGN LAB 2018

Great coffee is synonymous with great design, and increasingly serves a critical function in distinguishing specialty coffee. Design Lab seeks to celebrate this effort through three key platforms, coffee spaces, coffee vessels and a packaging showcase.

Design Lab is a platform for showcasing great design in specialty coffee, taking place at the Specialty Coffee Expo in Seattle. Design Lab was established at our 2016 Expo in Atlanta, focusing initially on coffee packaging, but grew in 2017 to include drinking vessels and spaces, both educational and retail.

Hundreds of submissions were received last year, and carefully evaluated for originality, function and sustainability by a panel of judges representing guild leadership and independent designers. New to this year, first-place winners will be announced for each category too, in addition to the selection of the best submissions.

WHAT IS DESIGN LAB?

Great coffee is synonymous with great design, and increasingly serves a critical function in distinguishing specialty coffee. Design Lab seeks to celebrate this effort through three key platforms, coffee spaces, coffee vessels and a packaging showcase.

Category: Coffee Vessels - Design Lab Vessels explores some of the most charming and original designs for anything you drink coffee from – paper cups, travel mugs, ceramics, glassware etc.

Category: Coffee Spaces – The Design Lab Spaces exhibit showcases incredible retail, education, and production environments designed for coffee.

Category: Coffee Packaging: Design Lab Packaging identifies some of the most compelling coffee packaging designs from the past year.

COMPETITION BENEFITS...

Design Lab seeks to highlight the best in our industry. Winners in each category will be recognized at the Specialty Coffee Expo and on SCA News. Additionally, each winner receives a special digital mark to signify their win.

You can see all of the entries to Design Lab on display in the Skybridge Lobby and South Exhibition Hall. Judges will be evaluating the entries during the weekend, with winners announced on Sunday. Check out the entries for yourself, and tell us what you think on social media!

EXHIBITOR, SPONSOR & INDUSTRY NEWS

MAERSK HONAM: GENERAL AVERAGE AND THE COFFEE TRADE’S FUTURE? JAMES MCGREGOR

In March 2018, the “Maersk Honam” – a 15,000 TEU container ship – suffered a catastrophic fire while enroute to Suez. Maersk advises that the stricken vessel is under tow to Jebel Ali for cargo off-load. Owners will be able to inspect goods for fire or other damage, while an ongoing investigation is underway. Meanwhile, an inevitable General Average declaration was made.

The “Maersk Honam” was carrying some 7,000 containers, including many containers of bagged green coffee. The vessel fire could produce both direct and indirect effects.

Indirect Effects: Ship fires often result in the ancient, shared peril of General Average (GA). International shipping conventions govern your Bills of Lading and put teeth into the GA principle – a shared loss between vessel owners and cargo owners. But not to worry! Your coffee insurers are ready to put up the GA guarantee required to release the containers once they reach port. Insurers will also settle your GA contribution, if any, as determined by the GA Adjuster. GA contribution is your pro-rata share to cover the costs incurred to save the vessel, make repairs, and for salvage expenses. This means your coffee could be completely sound, but you may still receive a bill from the GA Adjuster for your share of the contribution...

Direct Effects: A wide range of damage can occur as a result of the fire. Green coffee is delicate and can absorb smoke, sea water, and/or foam extinguishing liquids which may penetrate the container during fire-fighting efforts all of which can cause significant damage. So, if you sold on “no pass/no sale” terms, and the coffee was indeed damaged, the Rekerdres & Sons’ policy would work with you to handle the costs to recondition and reapply the rejected coffee -- allowing you to sleep easy!

Any direct damage to the goods is referred to as the Particular Average portion of the claim – which may process much quicker than the GA portion. Most GA cases can take five or more years to settle... long enough for farmers to plant and harvest plenty of new coffee trees for the next voyage.

For more information about the Maersk Honam, you can visit the Maersk website at www.maersk-line.com.
THE HISTORY OF PROPOSITION 65, LAW THAT MAY REQUIRE COFFEE TO CARRY A CANCER WARNING LABEL  BY RIC RHINEHART

The coffee world has been stunned by recent news from the US state of California that a suit brought under the law known as Prop 65 has been decided in favor of the plaintiff, in effect rendering a judgement that coffee must be labeled in the state as containing substances known to cause cancer or reproductive harm.

In the face of an ongoing stream of rigorous studies demonstrating the healthy aspects of coffee consumption, the recent decision by IARC to reclassify coffee as not carcinogenic, and the promising work suggesting that coffee has anti-carcinogenic properties, this news has been hard to understand. In this story, we’ll dig deeper into the history of this case and hope to provide a clearer picture of how it came to be.

THE HISTORY OF PROPOSITION 65

It is helpful to understand a bit of background and context for the law in question. California and twenty other states allow for the direct passage of statutes through a process of ballot initiative. Through this process new laws can be created by gathering the required number of signatures to a petition, placing the proposed statute on the ballot in the general election. Passage by a majority of voters puts the statute on the books, without any legislative action. Similar processes, recall and referendum, allow for voters to directly remove a statute or an elected official. This process was designed to appeal to a populist sensibility around how laws are made and as a check on legislative power.

There has been plenty of debate on the efficacy of this process, but one clear and unfortunate consequence is that new statutes are almost always delivered as a result of single issue agenda and often fail to consider the entirety of the impacts of the law.

Proposition 65 arrived on the ballot of California voters in 1986 at a time when environmental protections were large on the public stage. The “superfund” federal program had just arrived six years prior in a reaction to the challenges of addressing the impact of the disposal of industrial waste at a large and unregulated scale for decades prior. The language of Proposition 65 was drafted by the Environmental Defense Fund and was positioned as a mechanism to prevent businesses from exposing unwitting consumers to dangerous chemicals.

The creation, passage, and implementation of the statute took place against a backdrop of real concern about environmental health and safety. The first Earth Day had been celebrated just 15 years earlier, and the EPA was created the same year.

CHALLENGES OF THE LEGISLATION

The language of the statute created by Proposition 65 has several significant features. One is the requirement that businesses themselves take on the majority of the responsibility for identifying when any of the chemicals listed as “known to cause cancer or reproductive harm” is present at a site. The statue also requires businesses to post warning signs wherever listed chemicals are present, resulting in the ubiquitous placement of Prop 65 warning signs across the entire landscape of the state. Most notable though is the mechanism for enforcement created by the statute, which allows for suits by private parties “acting in the public interest”. This was intended as an accelerant to enforcement when public official were slow to act as enforcers. The unintended consequence of this novel enforcement strategy has been the growth of a small industry of professional plaintiffs regularly bringing suits against perceived offenders.

Some of these suits have been turned aside by the courts in brusque fashion, but the vast majority of them are settled by the parties. Moreover, the statute provides for the plaintiffs to receive legal fees, and as a result most of the monies paid by businesses have gone to attorneys. According to the California Attorney General’s office, in 2015 (the most recent year for which data is available) businesses paid over $30 million to settle Prop 65 lawsuits, with over $21.5 million of that amount going toward payment of attorneys’ fees. By many estimates, more than 70% of all payments by Prop 65 defendants have gone to attorneys’ costs and fees over the life of the statute.

While the original statute was intended to combat the contamination of water and the environment by toxic industrial waste, the intervening years have seen a dramatic expansion of the application of the law. Coffee is in a long line of products that have been targeted by plaintiffs, including French fries, potato chips, and baked goods. This application is a far cry from the
original intent of the law. As a result many businesses have taken to preemptively posting Prop 65 warning signs even when there is no indication of a potential health hazard. Places like Disneyland, parking garages, stadiums, and almost any hardware store all post signs as a matter of course.

2010: COFFEE BECOMES A TARGET

In the case in the news today, a suit was brought against roughly 200 named defendants in 2010 for failing to alert consumers of the presence of acrylamide in coffee as required by Prop 65. The NCA and SCA coordinated a meeting with attorneys in California with a strong Prop 65 defense practice, and a joint defense group was formed, with many of those named electing to participate.

The lawsuit has progressed in the intervening years, and last week notice of a preliminary notice of decision was issued. This notice is a first step in concluding the case, but many more steps remain, and this means that there are no immediate requirements for coffee businesses owners. A final decision will be published, and the defendants in the case will have the opportunity to appeal. A great deal of legal wrangling is likely to ensue.

WHAT'S NEXT?

Of course, the burning question for coffee people is what can I do? Unfortunately, the answer is not an easy one. First of all, you can assure yourself and your customers that there is no need to give up drinking coffee, at least not according to the US Food and Drug Administration or a host of publicly quoted experts and agencies. If you are not engaged in selling coffee in California you will not be subject to any potential fines or labeling requirements, but as always the antics of California often spread to other jurisdictions, and a watchful eye on this is advised.

As an industry we are challenged to bring about any meaningful change directly. Reforms to the statute have been proposed over the years, but have failed to gain sufficient traction, and because the statute was brought into existence through the initiative process it can only be removed through referendum. In any event, despite the many abuses created by the language of the law, the desire to have a strong set of consumer protections against gross abuses is still very much present. As an industry group the SCA will continue to work closely with the National Coffee Association of the USA to support and align on any efforts to bring about meaningful change. For an excellent review of this topic and how to address ongoing concerns, see the NCA missive here.

We will be providing further updates as they become available, and invite you to watch SCA News for the latest analysis of the situation.
Rubens has been a fixture in the rankings of the Italian championships for the last number of years, culminating in a fifth place finish at the 2016 Shanghai World Coffee Roasting Championship (WCRC), and second place in the 2014 Nice World Brewers Cup. Rounding out the finalists were two newcomers to the world stage; Jack Allisey representing Australia took second place, while Benjamin Pozgai of Germany took third.

The competition has seen huge growth in competitor interest since debuting in Nice, France in 2013. A pool of talented WCE Certified Judges assess competitors each year on a number of skills; green and roasted coffee evaluation, roast quality using the competition coffee, use of roasting equipment, and accurate roast planning and matching.

Along with the growth in competitors, the Evolution Committee have been building a clear sense of momentum for the competition. In 2017 we saw the introduction of increased production roast flexibility for national competitions, and a clearer and more robust cupping and evaluation procedure, with a new production roast evaluation score-sheet. Audiences also had new chances to try the coffees being roasted by the competitors, and to share their thoughts in a blind “audience choice” section this year, ramping up the sense of excitement on finals day.

Congratulations to Rubens, and to all the competitors who took part in this year’s events—we can’t wait for things to heat up for the next competition cycle.
Port of Mokha is many things—it is the port in Yemen where coffee first left Ethiopia and arrived in the Ottoman Empire, and from there spread throughout the world. Port of Mokha is also a wildly ambitious global coffee venture: in Yemen, Port of Mokha founder Mokhtar Alkanshali has woven together social, financial, and agro-nomic services with direct cherry buying and coffee processing from farmers growing extremely rare and beautiful coffees in high-altitude villages; and via a distribution center in Oakland, California, Port of Mokha shares these coffees with a global network of super-premium roasters, as well as roasting and shipping directly to consumers.

The port of Mokha was also the last port in Yemen that had not been bombed during the 2014 militia take over of the country. Mokhtar had the first cupping for his new venture scheduled at the 2014 SCAA Expo, and so, after being kidnapped for three days in Aden, and with only three days until the Expo, the port of Mokha is also where Mokhtar escaped via a small boat to Djibouti, and from there to Kenya, San Francisco, and Seattle. The story of Mokhtar’s Yemeni-American upbringing and his journey through coffee is captivatingly told in a recent book by David Eggers entitled The Monk of Mokha. Port of Mokha is also featured in the Roasters Village this year, where we sat down for a talk with Mokhtar. You can find an excerpt of the interview below, and keep your eyes on the SCA News site for the full interview.

Alex Bernson: When you traveled back to Yemen to begin your coffee hunt, how did you find the farms you wound up working with?

Mokhtar Alkanshali: I went to 32 regions in one summer. I got malaria, tape-worms, lost 40 pounds, but I got to find these magical coffee places. I had Arabic books on coffee production, CQI reports, USAID reports, maps, but most of the people writing them hadn’t been on the ground there. I went and asked my network of family and friends, everyone—I would go anywhere people had coffee. I fell in love with the people, how warm they were, but I saw the issues, with picking unripe cherries, with processing, everything. I targeted the highest-altitude villages, and in particular, a varietal called Udaini, an ancient Typica mutation with some similarities to geisha. Yemen has this incredibly high genetic diversity in its coffee. I took 21 samples back, most cupped horribly, but two scored 90+.

"Coffee crosses borders, it crosses cultures, political hardships, and everything. I think it’s one of the best ways to create community in the divided times we live in.”

– Mokhtar Alkanshali
IWCA CELEBRATES 15 YEARS

By Maria Hill

Every year the international coffee community comes together at the Specialty Coffee Expo. This event brings together professionals from every step of the coffee supply chain to discuss, learn, and make new contacts. 2018 marks a significant milestone for IWCA as we celebrate the organization’s 15th anniversary. As a global network, IWCA connects chapters in 22 countries and supporters across the Americas, Europe, and Asia with a shared vision to connect, empower, and advance #WomenInCoffee. In Seattle we hope you can join us at one of the events and learn more about our partnerships, development programs, and research.

IWCA Breakfast:
Saturday, April 21, 7:30 AM, WSCC Ballroom 6E

We have refreshed the format of this annual event. This year’s breakfast will feature four interactive conversation areas led by IWCA chapter members and partners. Discussions cover a range of topics including market access, industry relations and emerging markets.

IWCA Booth on the Expo Floor

At this year’s SCA Expo more than thirty chapter leaders will be in attendance. Make plans to visit us on the Expo floor, booth 2819 for the opportunity to engage with leaders from across the IWCA Global network and learn more about our continuing partnerships and programs.

Cupping: Sunday, April 22, 8 AM, Room 615

We invite you to attend a special cupping session being held at this year’s SCA Expo in Seattle, Washington. In addition to tasting 25+ coffees you will also have the opportunity to meet and network with some of the producers from IWCA chapters. All are welcome!

#WomenInCoffee

To support IWCA’s work, volunteer and connect with us, please visit our website at womenincoffee.org
EXPO LAUNCH PARTY AT MOPOP
KICKING OFF THE 30TH SCA EXPO!
TIPS FOR HAVING YOUR BEST EXPO, FROM SHOW VETERANS

Each year, the Specialty Coffee Expo welcomes industry professionals with varying levels of experience and time spent working in coffee. Whether you are just starting out and experiencing Expo for the first time or you visit the show every year, it is very valuable to have a game plan going in.

Fortunately, Expo veterans have been kind enough to provide their insights on how to make the most of your Expo experience, and shed light on some helpful things to avoid doing during your time in Seattle.

NAVIGATING EXPO

Expo is the premiere industry trade show to build business connections and explore new ideas to help your company grow – but where do you begin?

“Walk each aisle of the show floor because there are a lot of new companies that you sort of just run in to,” said Laura Sommers, President, Espresso Supply “but clearly mark on the map where you want to stop in advance so that you don’t miss the booths you came to see. You want to prioritize and manage all of the information without getting sidetracked."

On a similar note, Michael Szylowicz of SolaBev recommends “always walk(ing) the show starting on one side and travel up and down each aisle. That way I can see every booth. And if I get dragged away I can return to where I was and continue walking. There is a lot to see!”

While having fun and enjoying your experience is one of the most valuable aspects of attending Expo, you want to avoid the Spring Break in Panama mindset and keep consumption respectfully limited.

“You want to stop one full drink before your personal limitations,” said Laura Sommers. “When you leave your hotel room in the evening to go out socializing, you should have already made a commitment as to how much you think would be a good idea to consume.”

Often times advice like this isn’t front of mind and we tend to let loose, push our limits and realize it later than we should have. It’s ok, we are only human. To Laura’s point, setting limitations ahead of time is a great way to ensure that you have fun while building strong relationships during Expo and maintaining the company image that you have worked so hard to establish.

MAKING A NEW BUSINESS CONNECTION

There are a lot of different ways to make new connections at Expo, but often times certain factors get in the way of networking and connecting with who you originally planned to connect with.

Succinctly, Laura Sommers provides advice for making a new connection: “speak up!”

“A lot of times people are shy or they often think an exhibitor is busy. Overall we (the specialty coffee community) are a very friendly and helpful group,” Laura said. “We always have time for one another and time for those who are just entering the industry.”

Michael Szylowicz recommends sticking to the plan you came in with and building connections around the products conducive to your business goals.

“I want to ask questions only about products I am interested in, and sample the products that I think will be useful to me professionally,” he said. “Otherwise it is sensory overload.”

THINGS TO AVOID

There are abundant opportunities after the show floor closes to go out and enjoy Seattle with colleagues and other coffee professionals.

While having fun and enjoying your experience is one of the most valuable aspects of attending Expo, you want to avoid the Spring Break in Panama mindset and keep consumption respectfully limited.

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IN CLOSING

The overarching message about making the most of your Expo experience is to come in with a game plan, walk each aisle to explore new opportunities and businesses, and make sure that you have an incredible experience without going overboard outside of show hours.

Taking these tips in to account will be a tremendous benefit to all, no matter how many times you have attended Expo.

We hope that your experience in Seattle is memorable and that you go back home feeling accomplished and ready grow your business with the new relationships established at the show.

Discover CLEVER DRIPPER with Michalis Dimitakopoulos Booth #126

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Visit us at the Specialty Coffee Expo, booth number #1100, to learn more. Or, call 1.800.338.2699 to schedule a consultation.

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