Exhibitor of the Day: Pacific Barista Series

Where to Find Coffee: Expo Edition

Make the Most of Your Expo Experience

Inform, Inspire, Incite
Meet Your Volunteer: Shawn Marron

Schedules, Highlights, Yesterday’s Photos & More!
ON THE COVER: Rancilio Specialty is a new line of espresso machines that combines the robust reliability of Rancilio with cutting edge brewing technology in a sleek, stainless steel frame. From the design of the groupheads to the position of the steam levers, all elements of the RST were designed to ease workflow and facilitate the barista’s job. Proprietary multi-boiler brewing technology gives each machine advanced temperature control and consistency, offering baristas the options of using temperature profiling during the extraction.

“We believe in Barista Series products because of Pacific’s commitment to quality and community. In our cafe we find true consistency of flavor, texture, and performance with Barista Series products that creates a beautiful customer experience every time.”

— Kyle Ramage (USBC 2017) and Lem Butler (USBC 2016), Co-Founders. Black & White Coffee Roasters

Barista inspired. Barista approved.

Rancilio Specialty

COME SEE US AT BOOTH #776

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Rancilio
Rekordre
FRIDAY, APRIL 12

SCHEDULE OF EVENTS

SPECIALTY COFFEE

SESSION 1 | 9:00 AM – 10:00 AM

251 Coordinating Around a Gender Lens: Actionable Solutions for Sustainable Development from Seed to Service

252A Demystifying Processing Trends: The Myths Versus Science

252B Exchange is a Commodity: Understanding and Evaluating Coffee Auctions

253A Crafting Sustainability with the Coffee Chain

253B Drip Coffee Brewing and the Drip Coffee Brewing Control Chart

253C Scaling Wholesale Training and Execution


254B Holy Grounds: The Surprising Connection Between Coffee and Faith

SESSION 2 | 10:15 AM – 11:30 AM

251 Connecting Farmers to Consumers Through Sharing Economy and Digital Innovation

252A Cosmic Coffee: Special Exhibition at Deutsches Museum

252B Developing Brand Language: Thoughts on Branding, Design, and Visual Communication

253A A Two Part Arc About the C Market and the Future of Specialty Coffee – Part 1

253B Starting a Coffee Shop But Feeling Unqualified?

253C A Career in Coffee? Why it Can, and Should, Happen

254A Genetic Restriction on Coffee Quality in Brazil and Agronomics Institute (IAE) Contribution to Improve Competitiveness

254B Demystifying Foreign Supplier Verification – FSVP

SESSION 3 | 11:30 AM – 12:30 PM

251 Direct Trade: Managing Expectations of All Sides of the Transaction

252A How Blockchain Will Distort Your Coffee’s Value Chain for Good

252B Scaling Your Business for Success – How to Apply Rapid Growth Strategies to Your Business

253A A Two-Part Arc About the C Market and the Future of Specialty Coffee – Part 2

253B Theory of Change

253C A New Descriptive Terminology for the Brewing Control Chart – How to Maximize the Flavor Potential of Your Brewed Coffee

254A The Real Cost of Coffee Farming and What Women are Doing About It

254B Consumer Deviance Along Roast Degree – What Do Specialty Coffee Drinkers Actually Want From Us?

SESSION 4 | 2:00 PM – 3:00 PM

251 Coffee Evaluation Systems – There’s More Than the 100 Points

252A How Many Coffee Farms Are There in the World?

252B Why Coffee Can Learn from the Development Industry’s Mistakes (and Successes!)

253A Assessing and Addressing Profitability Constraints for Smallholder Coffee Producers in Ypacapa, Guatemala

253B Assessing and Addressing Profitability Constraints for Smallholder Coffee Producers in Ypacapa, Guatemala

253C How to Do Coffee & Booze Equally Amazingly

254A Working Together for the Good of All: The Social Economy

254B Learning from Each Other: Generations of Specialty Coffee in Conversations

EDUCATION @ EXPO: COFFEE SKILLS PROGRAM AND WORKSHOPS

8:00 AM – 9:00 AM Barista Skills Intermediate Course, Day 1 of 2 225A

8:30 AM – 9:30 AM Roasting: Styles Exploration RM050

8:30 AM – 5:30 PM Green Coffee Foundation Course 204A/B

8:30 AM – 5:30 PM Barista Skills Foundation Course 210A

8:30 AM – 5:30 PM Sensory Skills Foundation Course 205C

9:00 AM – 12:00 PM Water & Coffee: Adapting Your Roasting & Brewing 204A

9:00 AM – 12:00 PM Becoming a Certified B Corporation 204A

9:00 AM – 1:00 PM Sensory Skills Intermediate Course, Day 1 of 2 208A

10:00 AM – 4:00 PM Designing Your Customer Experience Using Research 204A

10:00 AM – 1:00 PM Can You Taste the Roasting System? RM050

12:30 PM – 2:15 PM Barista Skills Intermediate Course, Day 2 205A

CUPPING EXCHANGE

10:30 AM – 12:00 PM World Barista Championship WBC Stage, Activities Hall

12:45 PM – 3:00 PM Barista Skills Intermediate Course, Day 1 of 2 205A

12:30 PM – 2:15 PM Barista Skills Intermediate Course, Day 2 205A

1:00 PM – 2:45 PM Mercanta North-America 204A

2:45 PM – 4:30 PM Crop to Cup Coffee Importers 204A

3:15 PM – 5:00 PM Mercanta North-America 204A

LECTURE: A TWO PART ARC ABOUT THE C MARKET AND THE FUTURE OF SPECIALTY COFFEE

Throughout all of 2018, the C market – the mass price discovery mechanism and clearing house for coffee – has been below a hypothetical farm gate price of US$1.40 per pound, causing the specialty coffee industry to question the value and existence of the C market, express concern over the multi-dimensional costs to producers, countries, and the environment; and think about incorporating innovative solutions in their business. Room 253A, 10:15 AM – 12:30 PM.

WORKSHOP: BECOMING A CERTIFIED B CORPORATION

This interactive table-top workshop includes an introduction to the process of becoming a Certified B Corporation, including a self-assessment to identify areas of need or improvement and tips on what to expect from the journey. Room 209, 9:00 AM – 12:00 PM.

TODAY’S HIGHLIGHTS

WORLD BARISTA CHAMPIONSHIP: SEMI-FINALIST & WILDCARD ANNOUNCEMENT

Nearly 60 baristas will take the stage over the course of this year’s WBC to present the results of their competition journeys to both judges and spectators, but that’s not the only reason to visit the WBC Arena! Enjoy coffee from competitors at the Boston WCC Bar (last day today) or from a rotating selection of notable roasters at WBC Brew Bar.

CERTIFIED HOME BREWER DEMOS

Learn more about the brewers that have passed the rigorous requirements of brewed coffee quality as determined by the SCA from the manufacturers. Full schedule available at coffeeexpo.org.

Today’s Highlights

Lectures Schedule - Friday
You Are Here: Where to Find Coffee at Expo

Every year, Expo offers a myriad opportunities to explore and taste coffees produced and roasted by some of the best roasters in the industry. Here are just a few of the places to grab a cup of coffee at this year’s event!

NORTH-EAST LOBBY | LEVEL 2
- Chemex Pop-Up Café

ENTRANCE & REGISTRATION | LEVEL 1
- Faema Pop-Up Café
- Slayer Pop-Up Café
- Elmhurst Pop-Up Café

ACTIVITIES HALL | LEVEL 0
- WCC Espresso Bar
- Marco Brew Bar
- Toddle Cold-Brew Bar
- WBrC “Serve The Audience” Bar

ROASTER VILLAGE | LEVEL 0
- Flight Coffee Co.
- Coffee Unite LLC
- Cup of Excellence
- InConexus
- New Haest Coffee
- Speckled Ax Wood Roasted Coffee
- LetSequoia
- KeepCup
- Mike Sheas Coffee
- Josuma Coffee Co.
- Land of a Thousand Hills Coffee
- Atlas Coffee Importers
- Lucky Hills Coffee Company LLC
- JNP Coffee
- Pasa Coffee
- Stumptown Coffee Roasters
- Jebena Specialty Coffee
- Third Wave Water
- Apex Coffee Roasters
- Brandswine Coffee Roasters
- Methodical Coffee
- Pure Intentions Coffee
- Broadsheet Coffee Roasters
- The Coffee Quest
- Olam Specialty Coffee
- Caravela Coffee
- Hi-Top Coffee
- Espresso Express
- ST. ALi
Ready, Set, Expo!

Specialty Coffee Expo newcomers and veterans alike usually have one question on their mind as they collect their badge: Where do I start? With the largest-ever show floor, a full slate of education, lectures galore, and the Boston World Coffee Championships (WCC), this year’s Expo has more opportunities to meet, greet, and grab coffee with fellow attendees than ever before. Here are our tips to have your best-ever Expo experience!

DOWNLOAD THE APP YET?

Today marks the opening of the Expo Exhibits Hall, a full slate of education, and oh-so-many opportunities to meet, greet, and grab coffee with your fellow attendees. Our top tip for making the most of your Expo experience? Download the App!

Available for download in the App Store and Google Play, the Expo App is your personal guide: a friendly tool for navigating, planning, and networking during your time in Boston. Looking to build your network? Explore, post, and connect with other attendees using social feed. Here to learn? Create a personal agenda of workshops, lectures, and activities to make sure you don’t miss a thing. Not sure what’s where? The App also boasts a series of maps to get you where you want to be, whether it’s finding your favorite exhibitor on our largest-ever show floor or exploring all Boston has to offer.

LEARN SOMETHING NEW

There are so many ways to learn at Expo! This year sees a schedule jam-packed with courses, workshops, and our largest-ever selection of lectures, but there are other (perhaps less obvious) ways to learn. This year, host sponsor CHEMEX is running extraordinary pop-up café full of history, science, and design – heading up to their North-East Lobby home (Floor 2) to pay them a visit won’t only net you a tasty cup of coffee, but also an interesting fact or two!

Similarly, heading over to the Activities Hall (Floor 0) will provide similarly tasty learning experiences, whether you’re chatting with a national barista champion over a cappuccino at the WCC Espresso Bar, learning about a new brew method at the World Brewers Cup stage, or simply just bopping around the Roaster’s Village to try something new.

STRIKE UP A CHAT

So much of our community gathers together over the four days of Specialty Coffee Expo – you never know who you might meet! Most Expo veterans have fond stories of meeting (now) old friends for the first time at Expo, whether it was through a chat with the person sitting next to them before the lecture began or while they were waiting in line to see “the next big thing” on the show floor.

(Of course, it should go without saying: if you’re getting signals that someone isn’t interested in chatting, please give them their personal space!)

BRING YOUR CUPPING SPOON

There’s only one way to ensure you’re always ready to take advantage of any cupping opportunities that crop up at Expo: bring your own spoon! Between the Cupping Exchange and Roasters Village, there are options a-plenty, but a good number of exhibitors will also be hosting cuppings across the show.

LIVE AUCTION!

2018/2019

Winning lots of COLOMBIA

LAND OF DIVERSITY

QUALITY COMPETITION

Room 210C Saturday 3:00

2019 APRIL 13 P.M.

MORE INFO

VISIT BOOTH 709

The Inspired Home Show features the leading kitchen electrics expo in the world.
Retailers and manufacturers connect around innovation and trends to satisfy consumer needs...including the specialty coffee movement.

Café de Colombia®

The Inspired Home Show

March 14 - 17, 2020 McCormick Place Chicago

TheInspiredHomeShow.org
As you move from place to place, don’t forget to fill up your favorite reusable water bottle. Filtered water stations are available throughout the Convention Center. And, if you prefer your water cold and bubbly, you’ll find a BUNN Refresh water system at each Sustainability Station that provides cold still or sparkling water on demand.

POPOPTHESHOP

Even if all you’re doing is window-shopping, the SCA Store (Entrance Hall) brings all the newest research and resources under one metaphorical roof. This year sees the release of the Flavor Perception in Coffee poster series, eight posters that take a more detailed look at each of the sections of the SCA Flavor Wheel – a beautiful and useful resource for any specialty space!

Not into books or posters? The SCA Store is also the first place to sell the newest CHEMEX product, the Chettle – an adjustable temperature electric kettle shaped like a Chemex with a gooseneck spout. Whether you’re looking for some sweet prawning equipment or some new pin-badge’s, there’s something for everyone in store!

Full, up-to-date information on all things Expo available on the App or on coffeeexpo.org, home of the digital Daily Edition. Have a safe and happy Expo!

"Sustainability" has become a widely and, often, loosely used word in recent years, not only in the coffee industry, but among businesses, large and small worldwide. The term provokes a range of knee-jerk responses anywhere from inspiration to utter irritation. Specific to the coffee sector, the concept of sustainability encompasses a broad array of topics, which, until clearly defined, may seem intangible and difficult to address. This often leads to inaction, even among concerned individuals.

For years, sustainability professionals within our community have met at least once per annum to take on the task of dissecting the convoluted term in an attempt to define what sustainability really meant, and eventually to establish action steps to impact positive changes across the sector. With the identification of specific issues, volunteer groups were formed to tackle each as they presented.

From this exercise, the Farmer Profitability and Prosperity (FPP) group was born, comprised of individuals living and working both in producing and consuming countries at different points along the supply chain. Unpredictable challenges including weather conditions, fluctuating currencies, increasing costs of production, scarcity of manual labor, minimum wage laws, unstable governments, predatory lending, competition from other origins, pests and disease and volatile coffee prices, among others, pose potentially devastating threats to farming communities’ ability to profit and prosper through coffee production alone. These threats, however, are often unknown or unclear to supply chain actors on the consuming side of the business. Actors who – armed with information and motivation – hold considerable power to impact the livelihoods of coffee farming communities.

Aiming to better communicate these realities so as to inform, inspire, and incite action from professionals along the entire coffee supply chain, the FPP group has organized and led presentations at SCA related events and contributed articles in the well-circulated coffee industry publications. The group eventually dove into the world of webinars, developing a series to explore specific topics related to the broader issue. Webinars have discussed the basics of Farmer Profitability and Prosperity to familiarize listeners with the topic, explored the complexities of coffee prices and the idea of developing multi-year strategies to create price stability, and, most recently, supply chain partners at origin shared about their experiences about diversifying beyond coffee as a strategy to improve profitability as part of the group’s first webinar in Spanish.

Since the inception of the FPP work group in 2016, the topic has gained notable traction throughout the coffee sector and beyond. The drop in “C” prices below US$1.00 in August 2018 has drawn the attention of major media sources covering the topic and reaching a readership of coffee consumers worldwide. Colombia’s FNC has published statements imploring the support of the sector to pay higher prices for fear of farmers’ livelihoods leading to fewer of them engaged in coffee farming activities and a decrease in production. In an aim to create multi-year visibility around real prices paid for coffee, the Specialty Coffee Transaction Guide pilot was launched by Emory University with plans to formalize and grow over the next three years. The SCA has launched the Coffee Price Crisis Response Initiative to more effectively understand and address the topic. There are just a few among many initiatives underway to confront this excruciatingly relevant issue. At present, the FPP workgroup is evaluating the best next steps to effectively push the topic forward in conjunction with initiatives like these listed above.

AMANDA EASTWOOD focuses on sustainable sourcing throughout Latin America on behalf of Falcon Coffees. The views expressed in this feature are personal.

To learn more about the Farmer Profitability and Prosperity group and recent webinars, visit sca.coffee/farm-profitability.

Members of the FPP working group will also take part in a multi-part lecture series, “A Two Part Arc About the C Market and the Future of Specialty Coffee.” 10:15 AM – 12:30 PM Friday in Room 253A.

AMANDA EASTWOOD reviews the work of the Farmer Profitability and Prosperity working group in light of its excruciating relevance this year.

SLOWITDOWN

Even if you’ve got a jam-packed schedule of meetings, tastings, lectures, and competition-watching, we’d recommend carving out some time to explore the exhibits hall, floor. New products and innovations abound at Expo, so it’s always fun to take some time to explore the exhibits hall, floor. For example, did you know that Colombia is hosting a live set in the middle of the show floor, where you can rest and recharge – literally! (The Commons also has places to charge your phone.)
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At this year’s Specialty Coffee Expo, barista Shawn Marron returns as the lead volunteer of the Green Team, a group he has been part of for three years. As coordinator, he will direct the selected group of volunteers in putting sustainability into practice during Expo and help to teach attendees about environmental education. Outside of his volunteer role at Expo, Shawn is based in Tampa, Florida, where he works at Foundation Coffee Co. and is currently finishing up a degree in sustainability.

Shawn wasn’t always in the coffee industry, but previously worked a very different career. “Before I was in coffee, I was a mountaineer at Walt Disney World. It’s crazy that the happiest place on Earth wasn’t the place I found true happiness within myself!” It seems Shawn didn’t go out of his way to look for a path in coffee, but it’s one that he happened upon one day while out. “I first encountered [specialty] coffee in a local market in Orlando called the ‘East End Market’ where a coffee bar called ‘Lime & Coffee’ had first started. At the time, they did not have an espresso machine yet, but offered Kalita wave pour-overs, and drip coffee. They had a Rwandan that undeniably tasted like a black tea, and it was my first ‘ah-ha!’ moment in tasting coffee.” The chance interaction with the unique flavors of the coffee was enough to kick-start a passion that is yet to simmer down and created a huge life change for Shawn, who now spends every day off searching for new shops in the Orlando area after having quit his three jobs to focus all of his time towards pursuing a career in specialty coffee.

Since then, Shawn immersed himself within the specialty coffee industry, and now holds the position of Head of Quality Control and Event Planning at Foundation Coffee Co. in Tampa, citing Jared Truby (Cat & Cloud) and Lee Safar (Elixir) as key sources of inspiration for his daily work. “They are diligent coffee professionals that are always pushing the standard of defining what a modern-day coffee professional should aspire to be.” And while not just holding a passion for working in the field, Shawn also spends a lot of time taking part in community events and giving back in one way or another. One of his favorite memories of his time in the community was putting on the first-ever Florida AeroPress Championship. “I had less than 50 days to pull it off, and it went better than I had envisioned.” His next goal is put on the Florida Brewers cup at a regional level.

One of the many ways of giving back that Shawn encourages is volunteering, an activity he sees as positive for many reasons. “I think everyone working long-term in coffee should volunteer at some point. You will have an annual vacation, and you will leave the experience with a greater appreciation for what your daily life looks like. It’s so fun to meet up with people you meet and see online, and get to ask the real substantial questions that are facing the industry. You may even learn a few different things affecting the industry that you didn’t know about!” He says that his customers are always stunned to hear about the stories that come out of the experience, adding “although it’s not required, it feels good to give back to the specialty coffee industry, and is nothing short of [a] spectacular time.”

His time as part of the Green Team over the last few years has led him to meet some “real spectacular individuals,” as many of whom he has led before have little to no previous involvement with coffee. “I have been able to give them a brief tour of the Expo, which is often their first experience with Specialty Coffee. It’s so cool!”

When Shawn is not taking part in coffee activities, he spends his free time cycling around the Tampa area with bicycle gang called “The Group Heads,” a collective of baristas who “eat vegan, drink ‘spro, and shred” their way around the city. If you’re interested in learning more about sustainability and overall environmental work within coffee, you can find Shawn with his team at this year’s Expo.
Reksons 2019 Coffee Insurance “Confab”  
By MELISSA LAUREL

Just prior to Valentine’s day 2019, Rekendorf & Sons Insurance Agency (Reksons) hosted leading US and European Marine Underwriters at their annual “Confab” in Dallas.

Insuring coffee since 1953, Reksons convened specialty underwriters to discuss unique coffee risk in detail and to annually subscribe Underwriters to a specialized coffee “slip.”

Current Issues

Discussed were the hidden values of sustainable production, the importance of inventory tracking/tracing, risk aggregation and the next flood-surge fiasco, current logistics issues, and the role of trade rules in condensation and contamination losses.

The central point for the coffee trade remains the fact that claims drive premium – meaning finite loss prevention steps can really make a difference.

Trade Rules: Everything Old Is New Again

Brett Anderhub, Senior Vice President, provided a useful example in the explanation of his role in the GCA sub-committee development of a Best Practice Guide to reconditioning and handling of the stained bags.

It took many meetings with FDA and FMSA contacts to define and approve modern steps that our grandfathers took for granted: three inches of skims, rebagging into new jute bags, a re-weigh… is far better treatment of a stain – compared to the total loss of the bag!

The Confab concluded with a reveal of the underwriter ICE Futures “Market Guesses” on the closing prices as of March 8. The winner from RLI received several bags of great coffee and – just in time to take home – chocolate covered espresso beans!

MELISSA LAUREL is the Office Manager at Rekendorf & Sons Insurance Agency, Inc and can be reached at Melissa@reksons.com.
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