

FARM TO CUP

PROCESSES AND PRACTICES FOR THE PERFECT CUP AND AN UNPARALLELED COFFEE EXPERIENCE.

GROWING

COFFEE TREES

Coffee trees are woody perennial evergreens that can grow to thirty feet but producers keep trees pruned to about six feet for easier harvesting. Three to six years after planting, coffee trees produce fruit.

TYPE OF COFFEE BEANS

ARABICA accounts for 60–65% of world production. It is the highest quality coffee with a smooth taste and high sugar content.

ROBUSTA has an inferior, bitter taste and a higher caffeine content.



GEOGRAPHY

Coffee grows best in frost-free climates with moderate rainfall and abundant sunshine. The tropical band extending 30° north and south of the equator provides ideal conditions. High elevations between 3,000 and 6,000 feet produce the highest quality product.

EFFECT OF ALTITUDE ON COFFEE FLAVOR

VERY HIGH—5,000'	fruit, spice, floral
HIGH—4,000'	citrus, vanilla, nut
MEDIUM—3,000'	smooth, sweet
LOW—2,500'	subtle, mild, bland

BLOSSOMS AND CHERRIES

Fragrant jasmine-like blossoms appear first and only last a few days. Then, small green berries form in their place.

Maturation takes roughly nine months, resulting in rich red, ripe cherries. Each coffee cherry contains twin seeds, or beans.



TRANSPORTATION + GREEN STORAGE

MILLING

Parchment coffee is hulled and sometimes polished. It is graded by size and weight and evaluated for imperfections. The beans are once again sorted for quality to insure only the finest quality beans are exported. The beans are now referred to as *green coffee*.

GREEN STORAGE

The best storage for exporting is hermetically sealed jute bags. These bags remove the risk of moisture ingress, pest infestation, and fungal growth. Maximum storage time is one year to be considered a current crop.

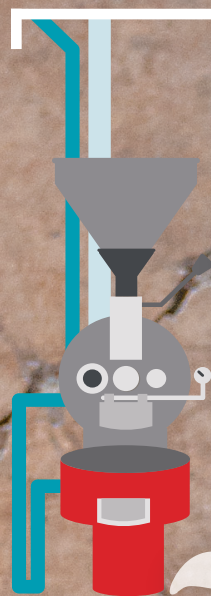


SHIPPING

Every year, seven million tons of *green coffee* is transported throughout the world. Coffee is drank in almost every country worldwide.



ROASTING



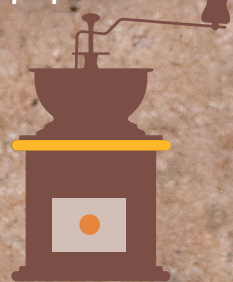
Transforming *green coffee* into the aromatic brown beans we purchase is done in the importing countries so the roasted beans reach the consumer as fresh as possible. Roasting is done at a temperature of about 550°F. To prevent the beans from burning, they are kept moving throughout the roasting process. When the beans reach about 400°F internally, the oil locked inside the beans begins to emerge and produce the flavor and aroma of the coffee we drink.

- LIGHT ROAST:** a light bodied coffee with a taste of toasted grain and a delicate, sweet aroma. It has the highest caffeine content and maintains the full origin flavor.
- MEDIUM ROAST:** a medium bodied coffee with a balanced taste and a sweet, complex aroma. It has a slightly decreased caffeine content and reduced origin flavor.
- MEDIUM-DARK ROAST:** a heavy bodied coffee with a rich, spicy taste and an aroma of burnt sugar and toasted nut. It has decreased caffeine content and reduced origin flavor.
- DARK ROAST:** a thin bodied coffee with a bitter, smoky taste and a strong, smoky aroma. It has substantially reduced caffeine content and does not maintain the origin flavor.

GRINDING + BREWING

GRINDING

Getting the proper grind insures the most flavor in a cup of coffee. The finer the grind, the quicker the coffee should be prepared.



BREWING

The final step to a great cup of coffee depends on the brewer... which is often you, at home. Start with a properly cleaned coffee maker and excellent grinder; be sure to use fresh, filtered water and fresh coffee that has been roasted within the last two weeks. Lastly, take a step away from the old standby and try a new brew method or a new type of coffee.

METHODS



ESPRESSO pressurizes fine ground beans resulting in a strong, concentrated coffee with crema.



AEROPRESS is a manual pressurized brewing method that results in a smooth tasting coffee.



POUR OVER CONES filters medium-fine ground coffee with variable flavor.



FRENCH PRESS steeps course ground coffee with a full, smooth flavor.

HARVESTING + WASHING

PICKING

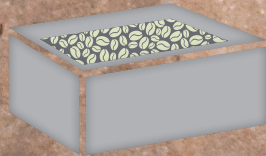
Selective picking, where cherries are picked by hand only at their ripest, is preferred for the best quality coffee. One major harvest per year is standard in most growing regions. A single picker harvests 100–200 pounds of cherries a day producing 20–40 pounds of coffee beans.

DEPULPING

The process of separating the coffee seed from the outer layer of flesh must be done within 24 hours of harvesting. The skin and flesh are then commonly used for compost.

FERMENTING

Freshly harvested cherries are fermented in water receptacles of cement, wood, or plastic. This process takes from four hours to three days, depending on a variety of factors. Fermentation is halted when the beans are conveyed through water channels.



DRYING

The beans are then spread out on drying tables, floors, or concrete patios in the sun for up to three weeks, while workers frequently turn the coffee to prevent mold growth. The dried beans are now called *parchment coffee*.



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