

e Café

Exemplary Coffee Education



design & photography by Jim Munson

This presentation is about people who grow very good coffee and about people who buy very good coffee and about the people working to bring these two groups together.

This is about a coffee program that has already affected the lives of tens of thousands of people.

The benefit to coffee farmers is measured in dollars today, water and medicine tomorrow and better lives for their children in the years to come.

The benefit to coffee buyers is measured in cup quality and in assuring sustainable supplies of top coffees. Merely by enjoying our morning cup, we are making a positive difference to the people who produced it.



Children at the Bokasa Cooperative



ECafé supporters at the Addis awards ceremony



It was Willem Boot's decision to help Ethiopian cooperative farmers bring their best quality coffees to the international specialty coffee market that started ECAFÉ.

Visiting Ethiopia in 2004, ECAFÉ President Willem Boot grew so impressed by the natural potential and high quality of the country's coffees that he and fellow board member Jim Cleaves seized upon the idea of launching an international effort to improve the awareness and (hopefully) prices for exemplary Ethiopian coffees.

Colleen Crosby (and her Stanford University honors student daughter Sarah) had recently helped raise specialty coffee awareness in Kenya and Tanzania, and began working with Boot to assemble a working board of directors.

- Jim Munson of Dallis Coffee in New York City and Phyllis Johnson of BD Imports in Chicago signed on to assist with marketing and green coffee logistics respectively.
- Hundreds of international conference calls and thousands of emails later, E CAFÉ has now completed its first major competition/auction cycle.



Willem J. Boot is president of Boot Coffee Consulting & Training in Mill Valley, California, specializing in strategic consulting for coffee companies, green coffee producers and international coffee organizations. As an international consultant, Boot has been working in Africa, Latin America and Europe. He was the head judge in various international coffee events in Nicaragua, Bolivia, Honduras and Panama. Each year, Willem donates a month of his time to assist subsistent coffee communities with educational projects and quality upgrading. In the past years he volunteered for projects in Ethiopia, Mexico, Rwanda, Tanzania, Zambia and Kenya.



Phyllis J. Johnson is the President of BD Imports, Inc., an importer of exceptional quality coffees from Africa, founded in 1999. BD Imports is a member of the Specialty Coffee Association of America (SCAA), The Roaster's Guild, a supporter of Coffee Kids, Women Food Forum, and certified Fair Trade Importer. Phyllis Johnson serves on the Sustainability Committee for the SCAA. She has served as a Coffee Quality Institute (CQI) volunteer in Kenya. She has spoken at many coffee conferences for both the SCAA and National Coffee Association as well as in Africa. BD Imports was one of the first U.S. Importers to visit Rwanda and offer it's fully washed coffee to the market place. The company strives to operate in a positive socio-economic environment in African coffee growing regions.



Colleen Crosby is the Co-Founder of Santa Cruz Coffee Roasting Company, specializing in exceptional quality coffees. Colleen began her career as the First Roastmistress on the Central Coast of California. Santa Cruz Coffee Roasting Company, founded in 1978, is a member of the Specialty Coffee Association of America (SCAA), the Fair Trade Association (Transfair USA), and The Roasters Guild. Colleen has participated as an International Cupping Judge in the Cup-of-Excellence Competition in Brazil. She and her family partners of the Santa Cruz Coffee Roasting Co. co-produced with the Nicaraguan Coffee Farmers Cooperatives an educational video entitled "In Our Hands." Colleen also testified before the United States Congress on the need for improving the Quality Import Standards in the Coffee Industry.



Jim Munson is Vice President of Dallis Coffee, which he joined in April 2001. Before this, he worked for ten years in the beer industry as a partner in New York's Brooklyn Brewery. Jim's work in the specialty coffee and beer industries has been the subject of articles in Wine Spectator, Crain's NY Business, New York Newsday, The Daily News and numerous trade publications. Jim has been active in both the SCAA and the NCA, serving as a member of the SCAA Marketing Committee and the NCA Information & Education Committee. Jim also publishes Coffee Pupil coffee information playing cards, which help educate baristas and consumers about the coffee they make and drink each day.

ECafe Foundation™ is a 501c(3) non-profit organization dedicated to the agricultural and economic development of farming communities that cultivate and produce rare and exemplary Arabica coffees.



Kentaro Maruyama of Japan takes in the aroma of cooperatively grown Ethiopian coffee

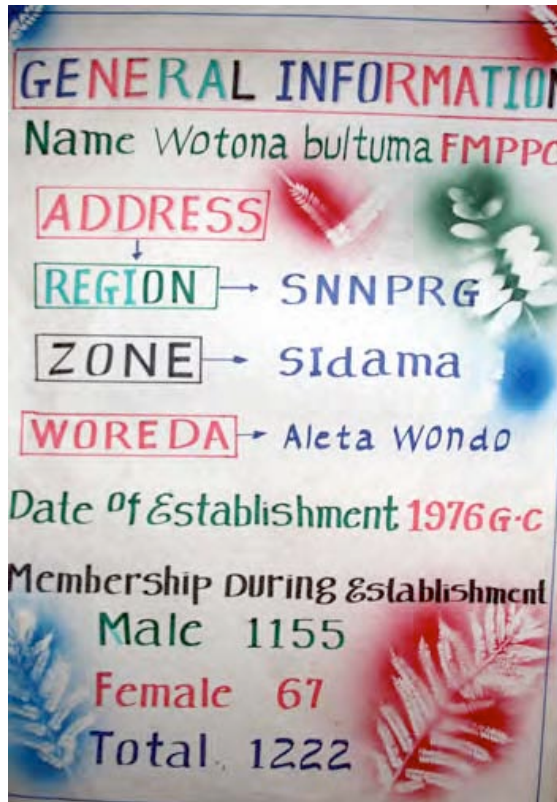
ECafe helps growers identify high quality coffees by conducting regional and national cupping competitions.

Winning coffees are sold at steep market premiums to interested specialty coffee buyers around the world by internet auction .

ECafe builds relationships between top quality coffee growers and appreciative buyers through all of its efforts.



ECafe board member Phyllis Johnson of BD Imports in Chicago discusses the natural-processed coffees produced by the Wotona Bultuma cooperative with Union official Ashenafi.



Coop charter document hanging on the wall of Wotona Bultuma Coop headquarters in Sidama, Ethiopia.

The cooperative structure in place in Ethiopia makes it an ideal candidate country for E Café's efforts.

Organized into regional and provincial unions, member coops are eager to improve both coffee quality and the prices they receive from international buyers.

Ethiopia is legendary for its complex, berry- and citrus-tinged coffees with their sweet, honey-Mocha characters.

Why Ethiopia?



Residents of Addis Ababa take a coffee break in the local spice market

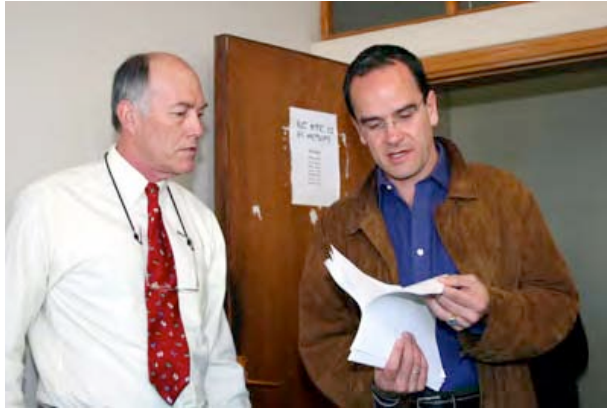
The Horn of Africa is said to be the birthplace of coffee and today it stands alone as a “producing” country for its rich coffee culture.

At the center is the Ethiopian coffee ceremony: a custom of appreciation extending nearly 800 years and enjoyed daily by much of the population.

Nearly half the coffee grown by Ethiopians is brewed and consumed by Ethiopians—no other coffee growing country can say the same.



At the Kello cooperative a woman welcomes ECafé judges an Ethiopian coffee ceremony for the group.



Jim Dempsey of ACIDI/VOCA confers with Willem Boot before the start of the calibration sessions



Jim Munson and Colleen Crosby pose in the lobby of the National Hotel with Union leader Tadesse and Werqu Mekasha of ACIDI/VOCA



ACIDI/VOCA is a private, nonprofit organization that promotes broad-based economic growth and the development of civil society in emerging democracies and developing countries. Offering a range of technical assistance services, ACIDI/VOCA addresses the most pressing development problems. ACIDI/VOCA is a diverse organization with projects and staff in more than 35 developing and transitional countries.

Specialty Coffee Association of America

The Specialty Coffee Association of America was formed in 1982 by a small group of coffee professionals seeking a common forum to discuss issues and set quality standards for the Specialty Coffee trade. Today, SCAA is the world's largest coffee trade association with more than 2,500 members.



Held in Addis Ababa, from February 22nd to 28th, 2005, the first annual *Ethiopian Gold Cooperative Coffee Competition* involved 192 coops (representing nearly 1 million coffee farming families) from every major growing region.

26 finalists were announced after 5 days of rigorous cupping by 15 international judges from the USA, Ethiopia, the Netherlands, New Zealand, Japan and France.

Emphasis was placed on identifying coffees with exemplary characters well-suited for international sale.



Working together with Ethiopia's top coffee cupping officials at the Central Coffee Authority in Addis Ababa, the ECafe team of international cuppers spent over 40 hours sniffing, slurping and spitting the country's best cooperatively produced coffees.

Roundtable discussions convened after each day's morning and afternoon cupping session to collaboratively evaluate, describe, discuss and record the judges reactions to the samples.



In preparation for the intensive cupping, ECafé President Willem Boot led cuppers through detailed calibration and grading protocols.

SCAA cupping forms were used to gauge cup quality and consistency across nine criteria.

In the months preceding the international competition, E Café worked with ACDI/VOCA to organize a preliminary national competition to help narrow the field of competing coffees.



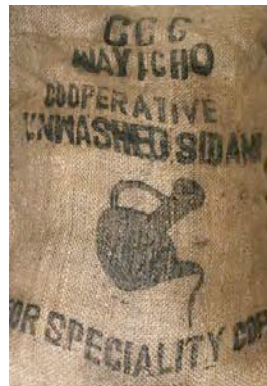
Dave Dallis cups E Café coffees with Ethiopian Cupping chief Abraham Begashawe; Ethiopian cupper slurps and spits; Willem Boot explains Specialty coffee cupping protocol



Exemplary Coffees



All winning farms were presented with awards and plaques while judges received certificates of appreciation signed by Ethiopia’s Minister of Coffee.



Ethiopia’s three largest coffee unions (Oromia, Yirge Cheffe, and Sidama) submitted 9 different types of coffee for consideration by the national and international cupping juries.

Natural and washed coffees were cupped separately and judged independently.

Coffee from the Wotona Bultuma Cooperative (later purchased by Green Mountain Coffee for \$6.50/lb during the ECafe internet auction) was described by jurors as having a “velvety body with balanced fruit notes, pleasant acidity and lingering berry and honey notes.”

Natural (Unwashed) Coffees				
Rank	Coop Name	Union Name	Region	Score
1	Kampi	OCFCU	Jimma	92.2
2	Hama	YCFCU	Yirgacheffe	91.6
3	Shantagolba	SCFCU	Sidama	91.3
4	Belekara	YCFCU	Yirgacheffe	89.5
5	Kello	YCFCU	Yirgacheffe	89.5
6	Finchwa	YCFCU	Sidama	89.4
7	Wotona Bultuma	SCFCU	Sidama	88.8
8	Chichu	YCFCU	Sidama	88.7
9	Koke	YCFCU	Yirgacheffe	87.9
10	Horna	OCFCU	Yirgacheffe	85.4
11	Figa Kobora	OCFCU	Nekempte	85.4
12	Horna Siba	OCFCU	Nekempte	85.1

Washed Coffees				
Rank	Coop Name	Union Name	Region	Score
1	Kello	YCFCU	Yirgacheffe	89.9
2	Hama	YCFCU	Yirgacheffe	88.9
3	Bokaso	SCFCU	Sidamo	87.9
4	Bunabuka	SCFCU	Sidamo	87.4
5	Hornacho Waena	SCFCU	Sidamo	86.3
6	Gerbicho Lela	SCFCU	Sidamo	86.3
7	Edido	YCFCU	Yirgacheffe	86.2
8	Korkena Gunde	SCFCU	Sidamo	85.6
9	Nurakurate	SCFCU	Sidamo	85.4
10	Wotona Bultuma	SCFCU	Sidamo	85.3
11	Haru	YCFCU	Yirgacheffe	85.2
12	Horna	OCFCU	Yirgacheffe	85.1
13	ARAMO	YCFCU	Yirgacheffe	85.0
14	Boabedegelo	SCFCU	Sidamo	85.0

An awards ceremony and press conference on Saturday morning after the results of the competition had been tabulated and checked for accuracy.

Top coffee officials attended the event and expressed their support and appreciation for ECafe's commitment to Ethiopian coffees and coffee farmers.



Mr. Abraham Begashawe, Director of Ethiopia's Central Coffee Cupping Facilities, addresses coop union leaders, press and coffee judges at ECafe Ethiopian Gold Award Ceremony.

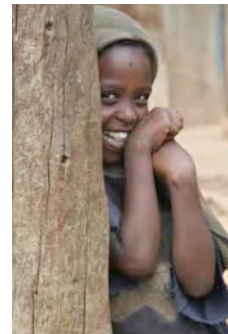
Getting to the Roots: Farm Visits



Field visits to award-winning coffee growing cooperative farms in Sidama, Yirge Cheffe and Kaffa allowed judges to associate faces and places with the coffees they'd been cupping.

Face to face with poor African coffee farmers, we discussed:

- the need for basics, especially clean water and medicine
- plant husbandry, coffee processing techniques, and pricing
- ECafé's commitment to generate awareness for their exemplary coffees.



Being an Ethiopian coffee farmer means:

You probably have 6-8 children;

You make between \$80 and \$100/year;

Your children probably don't go to school past 2nd or third grade;

Your family is at high risk for contracting malaria;

You have no hospital nearby;

You depend on middlemen to pay you for your crop;

You may not have a radio to know what the market is paying.



Traditional “Sales Trail” of Ethiopian Coffee

Typically, coffee is bought at the farm for a small fraction of its eventual price(s). It travels by truck to Addis Ababa, where it is resold to exporters who then sell it (often after blending for bulk consistency) to importers in Europe, Asia, North America and the Middle East.

Finally, roasters purchase the green coffee and convert it into a brew-able form.

The average pound of coffee is sold four times before it’s roasted. The name, location and distinctive farm flavor are either discarded or blended away.

Unfortunately for the farmer, these factors work against his bargaining power.



Unions of cooperatives combine their selling power and, in coordination, focus on a new kind of customer, one who organizes tasting competitions and who ultimately *puts his palate before his wallet*.

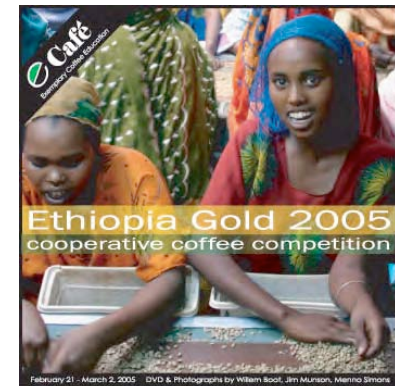
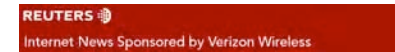
Competition-winning coffees are auctioned by internet to buyers all around the world after a few months of sales promotion. Some of the coffee you grow suddenly might sell for 2 to 10 times what it would otherwise. To a new and higher degree, the farmer regains some control over the price his coffee fetches. The underlying incentive shifts toward rewarding growers of quality coffee.

70,000 lbs of Ethiopian green coffee was bought and sold this way through this route this year. Next year we hope the number doubles.



Positive press and strategic promotions contributed to success:

- WNYC radio of New York (largest NPR affiliate station) aired a two-part, ten minute documentary on July 12 & 13, 2005,
- Reuters wire service distribution
- *Specialty Coffee Chronicle*, *Food Arts Magazine*
- Special presentation at the annual SCAA Conference in Seattle
- Press releases issued to over 3,000 industry members during competition, pre-auction and post-auction phases
- United Nations Press Event with Ethiopian Ambassador Zenna planned August 2005
- Digital video and photography DVD created and available for distribution
- Most major Ethiopian news services



Pre-Auction information sheets prepared for distribution to the trade at the SCAA Conference in Seattle the month before the auction.

First Ever International Ethiopian Cooperatives Coffee Auction



The ECAFE Foundation was established in 2004 by a small but passionate group of coffee professionals



Abraham Bagashaw, Director of Ethiopia's Central Cupping Lab and ECAFE Board Member Colleen Crosby at Final Awards Ceremony



Ashenafi of the Sidama Coffee Union with ECAFE Board Members Phyllis Johnson and Willem Boet

First Ever International Ethiopian Cooperatives Coffee Auction



For the first time in the history of the SCAA Marketing Partners Action Platform a select number of auction coffees will be available as **Certified Fair Trade and Organic Certified**.

On May 20th, the cooperative-grown coffees listed at the left will be auctioned off through the SCAA Marketing Partners Auction Platform. These coffees were selected by an international jury of cuppers over five days in late February.

The Ethiopian Gold 2005 competition was conducted at the central coffee liquoring lab in Addis Ababa and represents the first of its kind in Africa. 196 coop's submitted coffees, representing nearly 1 million farmers and their families.

For more information on auction registration and sample purchase visit:
www.ecafeoundation.com



Unwashed Coffees

Coop	Region	
Kampi	Jimma	floral, sweet fruit, bergamot, creamy, excellent spice, honey flavor, tropical fruit aftertaste
Hama	Yirgacheffe	elegant, floral and complex, apricot, figs, clove, lemon, balanced dried fruit flavor, sweet and complex
Shantagoiba	Sidama	sweet, complex fruit with plum, fig, exotic spices from the market, dried fruit, uniform, ripe and juicy
Belekara	Yirgacheffe	sweet balance of fruit notes, creamy, apricot, floral, crisp and smooth, berry with dark chocolate
Kello	Yirgacheffe	sweet, ripe fruit, clean lemon and floral berry aftertaste, fragrant jasmine flowers, orange and cherry
Finchwa	Sidama	round, sweet fruit, spicy, creamy, win, balanced, smooth, clean, sweet, floral with mocha twist, solid
Wotona Bultuma	Sidama	smooth body with balanced fruit notes, pleasant acidity, clean and sweet, honey, with lingering acidity
Chichu	Sidama	floral aroma with citrus notes, complex, cherry and sweet orange, deep, thick, mouthfeel
Koke	Yirgacheffe	dried fruit with figs, slightly smoky, flora, clean chocolate, winy, blueberry, sweet and balanced
Homa	Yirgacheffe	elegant, with sweet berry notes, lingering aftertaste, floral, raisin and sweet chocolate, solid
Figa Kobora	Nekempte	honey-like mocha flavor, nice balance, clean, sugary, soft fruit and juicy, syrupy, smooth, slightly spicy
Homa Siba	Nekempte	ripe, sweet fruit, uniform chocolate notes, dried figs, big round coffee, smooth acidity, floral

Washed Coffees

Coop	Region	
Kello	Yirgacheffe	clean lemon flavor with creamy texture, orange and cinnamon notes with lively acidity, spicy aroma
Hama	Yirgacheffe	sweet mocha flavor with fantastic orange notes, winy taste, creamy body, clean as a whistle, floral
Bokaso	Sidama	sweet, creamy, banana, berry, jasmine aroma, delicate fruit, floral aftertaste, excellent aroma
Bunabuka	Sidama	flowery aroma with nice balance, chocolate, sweet, bright and clean, intense acidity with citric notes
Homacho Waena	Sidama	sweet honey and fruit notes, chocolate, clean, citrus, pleasant body, creamy, complex flavor
Gerbicho Lela	Sidama	sweet aromatic fruit, floral and chocolate finish, big, round and full sweet cup, soft tart acidity
Eddo	Yirgacheffe	clean, sweet, spicy, pleasant orange notes, clean bright intense flavor, rich cup with lingering aftertaste
Korkema Gunde	Sidama	intense ripe fruit, citric, matured, stable, solid cup, caramel spicy finish, excellent cup, balanced
Nurakurate	Sidama	sweet balance, soft lemon, floral, creamy texture, sweet dark chocolate, bright and smooth
Wotona Bultuma	Sidama	sweet, clean, floral, citric, balanced, round body, sweet chocolate flavor notes with creamy body
Haru	Yirgacheffe	pleasant subtle sweetness with hints of chocolate, creamy, buttery, floral and spicy, jasmine in aftertaste
Homa	Yirgacheffe	clean and balanced cup, clean bright citric notes, delicate aroma, balanced flavor
Homa	Yirgacheffe	sweet fruit with hints of orange and chocolate, floral aroma with bright acidity, good balance
Boabedogelo	Sidama	distinct honey notes with creamy finish, balanced fruit flavor with lingering aftertaste

ECafé efficiently managed a complex web of logistics to bring the award-winning coffees to internet auction:

- i. pre-auction organization
- ii. green coffee import/export
- iii. sample acquisition/distribution
- iv. technical coordination of internet auction

Trabocca Coffee of the Netherlands, BD Imports of the USA, and the SCAA bridged Africa, Europe and the United States to coordinate Ethiopia's first nation-wide cooperative coffee competition and international internet auction.



Phyllis Johnson,
President of BD Imports,
Chicago, USA



Menno Simons of Trabocca
Coffee Trading Co,
Amsterdam, Netherlands.



Auction Results

Ethiopia E Cafe Gold 2005					
Item Number	Bags	High Bid*	Est. Price of This Item	Cooperative	Winning Bidder
U1328-01	20	\$4.00	\$10,582.40	Kampi	Carandai Co.,Ltd.
U1329-02	20	\$5.50	\$14,550.80	Hama	Volcafe Specialty Coffee
U1330-03	20	\$3.10	\$8,201.36	Shantagolba	Carandai Co.,Ltd.
U1331-04	19	\$4.35	\$10,932.94	Belekara	Novo Coffee
U1332-05	19	\$4.23	\$10,631.34	Kello	Batdorf & Bronson Coffee Roasters
U1333-06	18	\$3.18	\$7,571.71	Finchwa	Oren's Daily Roast Inc.
U1334-07	20	\$6.50	\$17,196.40	Wotona	Green Mountain Coffee Roasters
U1335-08	18	\$2.55	\$6,071.65	Chichu	Novo Coffee
U1336-09	18	\$2.97	\$7,071.69	Koke	Wataru & Co., Ltd.
U1337-10	17	\$4.40	\$9,894.54	Homa	Carandai Co.,Ltd.
U1338-11	18	\$2.10	\$5,000.18	Figa Kobora	Origins Coffee Cafe
U1339-12	20	\$1.86	\$4,920.82	Homa Siba	KATOCOFFEE INC.
W1340-01	14	\$4.02	\$7,444.72	Kello	Wataru & Co., Ltd.
W1341-02	17	\$4.02	\$9,040.02	Hama	Wataru & Co., Ltd.
W1342-03	17	\$2.15	\$4,834.83	Bokaso	S.ISHIMITSU & CO., LTD.
W1343-04	20	\$2.00	\$5,291.20	Bunabuka	The Golden Coffee Box b.v.
W1344-05	20	\$2.20	\$5,820.32	Homacho	Volcafe Specialty Coffee
W1345-06	14	\$2.05	\$3,796.44	Gerbicho	Wataru & Co., Ltd.
W1346-07	13	\$3.81	\$6,551.83	Edido	Wataru & Co., Ltd.
W1347-08	9	\$2.15	\$2,559.62	Korkena	Wataru & Co., Ltd.
W1348-09	16	\$1.82	\$3,851.99	Nurakurate	KATOCOFFEE INC.
W1349-10	17	\$2.77	\$6,229.07	Wotona	Nippon Coffee Trading Co., Ltd.
W1350-11	15	\$2.48	\$4,920.82	Haru	Wataru & Co., Ltd.
W1351-12	14	\$3.74	\$6,926.18	Homa	Wataru & Co., Ltd.
W1352-13	11	\$2.35	\$3,419.44	ARAMO	Wataru & Co., Ltd.
W1353-14	17	\$2.00	\$4,497.52	Boabedegel	The Golden Coffee Box b.v.

Traditional coffee auction system in Addis Ababa, where coffee is sold in bulk with little understanding of its value in a specialty coffee context..

Average price:

\$3.22/green pound

Top price paid:

\$6.50/lb by Green Mountain Coffee of Waterbury, VT for an unwashed coffee from the Wotona Bultuma cooperative

NOTE: 2nd Placed Unwashed Hama Cooperative Coffee was purchased by a **buyers cooperative:** Volcafe Specialty Coffee for Sacred Grounds, Montana Coffee Traders, Santa Cruz Coffee Roasting, Wilson's Coffee & Tea, Ecco Café, Petaluma Coffee Roasting & Boot Coffee.

Total Auction Revenues:

\$187,000

Estimated premium paid generated by ECafé Auction system:

\$110,000

Strategic Supporters

Critical contributions of time and other resources were generously made by:

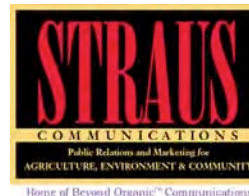


BD IMPORTS



The following individuals made outstanding contributions to ECafe:

- Menno Simons (Trabocca)
- Patrick Johnson (BD Imports)
- Sarah Crosby-Baker (Santa Cruz Coffee)
- Chris Hallien (Coffee Corps/CQI)
- Werqu Mekasha (ACDI/VOCA)
- Jim Dempsey (ACDI/VOCA)
- Jim Cleaves (Dunkin' Donuts)
- Haven Bourque (Straus Communications)
- Ted Lingle (SCAA)
- Margaret Swallow (CQI)
- Craig Holt (Atlas Coffee)
- All of the international cuppers



ECafé's work pays off. For the amount of time and money we dedicate to this effort, more is generated in the open market. Highest quality coffees command top dollar in today's specialty coffee market. Cash is what coops need to survive.

Ask the farmers at the Kello Cooperative, who received an extra \$1,500 in 2005 for their unwashed coffee. It's enough to afford the pipes they'll need to secure a cleaner water supply.

Ask the coop leaders at Bultuma Wotona, who may now be able to purchase the ambulance they need so badly.

By distinguishing select coffees of exemplary quality we increase their value in the global marketplace. This simple system pays real rewards to better quality farmers and encourages others to emulate them.



The Future of ECafe





Thank You Very Much!