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## *Transforming Poland's Coffee & Tea Culture*

- Special Report: Social Media Part I
- Green Coffee Report: Employing Genetics
- Origin Highlight: Indonesia
- Weather Events Drive Insurance Changes

communicates its product information to the consumer. By and large, GIs on their own hold little value for consumers. Successful companies should strive to inform clients why it's critical to purchase a product with the GI indicator. Colombia has been extremely successful in both protecting its coffee while promoting its brand.

Luis Fernando Samper, chief communications and marketing officer, Colombian Coffee Growers Federation, Bogota, has been actively involved in the "100% Colombian Coffee Project." A GI protected product since 2007, Samper emphasized that Colombia sought out geographical indication primarily because trademark and certification marks do not protect against using such labels as "Colombian blends" or Colombian types.

Since 2007, Samper has been one of the leaders in preserving both the integrity of Colombian coffee and developing the brand. Today, Colombian coffee is widely recognized as one of the best Arabicas worldwide.—AMH

### Dispatch from the Field: Costa Rica's Consumption Habits Are Quickly Changing

In the world of wines, the best of a given harvest is often what the vintner keeps on hand for his own consumption. In coffee, traditionally, the finest beans have been exclusively exported. That pattern is changing as consumption not only increases in producing countries, but as it also become more diversified with a greater emphasis on specialty coffees.

Costa Rica annually exports just over a million bags of washed Arabicas grown on the country's 93,000 hectares of coffee producing land, tended by some 52,000 farming families. Costa Rica's international reputation is for flavorful high grown coffees with a sharp acidity, but domestic coffee consumption has traditionally been of second class ground coffee packaged with sugar, such that, until recent years, most Costa Ricans had never tasted unadulterated Costa Rican coffee.

This is rapidly changing. Costa Rica is the perfect representation of the trend across producing countries towards a dramatic increase in coffee shop culture and the consumption of prepared specialty espresso and pour-over beverages.

This demand for out-of-home specialty coffee has led to an increase in coffee shops, which in turn creates a demand for

baristas to work preparing specialty drinks. The Specialty Coffee Association of Costa Rica has been offering barista training and roasting courses for several years, but with so many more Costa Ricans wanting to drink the best coffee their country has to offer, more such academies are cropping up.

Ricardo Azofeifa, several times Costa Rica's competitor in the World Barista Championship, has been appointed the director of the new Costa Rican Academy of Coffee in downtown San Jose,



Ricardo Azofeifa, director of the new Costa Rican Academy of Coffee.

which opened in November. The academy offers courses in roasting, cupping, and, of course, "barismo," the craft of being a barista. The academy showcases the best coffees of the country, offering producers of specialty coffee a place to roast, cup, and even package their coffees for local retail. Azofeifa excitedly explains that the academy is "a space specialized for all things coffee...it's the first place in the country exclusively dedicated to and designed for World Barista Championship training."

In June, Kaba Coffee Center opened in the San Jose suburb of Heredia. Founded by coffee producer Kattia Barrantes and directed by the president of Costa Rica chapter of the

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International Women's Coffee Alliance, Laura Aguilar Masis, Kaba takes a holistic approach to coffee education, looking at the chemistry and physics of the "whys" behind farm-level production, roasting, and beverage preparation.

In producing countries it's rare to find coffees from other producing countries, but specialty origins might soon become the next markets for imports from other specialty origins as the consumers in specialty coffee producing nations not only develop a taste for specialty prepared drinks, they also begin to form a culture of education and craft poised to soon match that in traditional consuming countries.—RN

### India Set to Host 5th International Coffee Festival

Hundreds of coffee industry stakeholders are expected to gather in India's coffee capital of Bangalore Jan. 21-25<sup>th</sup>, when the country hosts the 5th edition of the India International Coffee Festival (IICF).

Organizers are expecting to see exhibitor numbers double this year from that of the last IICF held in 2012 when 33 exhibitors participated. Exhibitors include representatives from all sectors of the industry: producers, roasters, trade and equipment dealers.

Conference participants will be able to hear the inspiring tales on fostering real economic progress in developing countries first hand from Nobel Laureate Dr R. K. Pachauri. The show will also host the India Barista Championship.

India has been among the world's sixth or seventh largest coffee growing countries for years. While most consumers know India better for tea, the popularity of Indian coffee has been growing steadily in foreign markets during the last decade. The



Coffee Board of India, chief organizers of the IICF, has also embarked on expanding production in a number of new regions.

"Traditionally all our coffee has been in the south with the three states of Karnataka, Kerala and Tamil Nadu, making up between 90 and 95 percent of India's total production. The rest of the regions are all very small in output but during the last 15 years we have gradually added 60,000 hectares of new coffee in our main new region, the Araku Valley in the state of Andhra Pradesh in north-eastern India," said Jawaid Akhtar, chairman, Coffee Board of India.—MW

Tea is tops! Well, at least in 2014 trends it is. Tea is the only beverage included in The Food Channel's recently released "Top Ten Food Trends for 2014."

Based on research conducted by The Food Channel in conjunction with CultureWaves, the list identifies the significant food movements consumers, foodservice professionals and manufacturers should watch for in the coming year.

"This year it's all about global flavors and customs. There is also recognition of how technology has impacted food behaviors," said Kay Logsdon, editor of The Food Channel, Chicago, in a statement. Of the Top 10 Food Trends, only one beverage made the list, "Low Tea."

Per Logsdon, the upper classes had a "low tea" that was more likely to be served in the drawing room or parlor, on a low table. It was meant to sustain them prior to evening activities. The influence of *Downton Abbey* may reign here, but it's just one of the reasons we've called out the celebration of tea. It's also attributable to the move toward more frequent small meals.

For the full Top Ten Food Trends, visit [www.foodchannel.com](http://www.foodchannel.com).



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