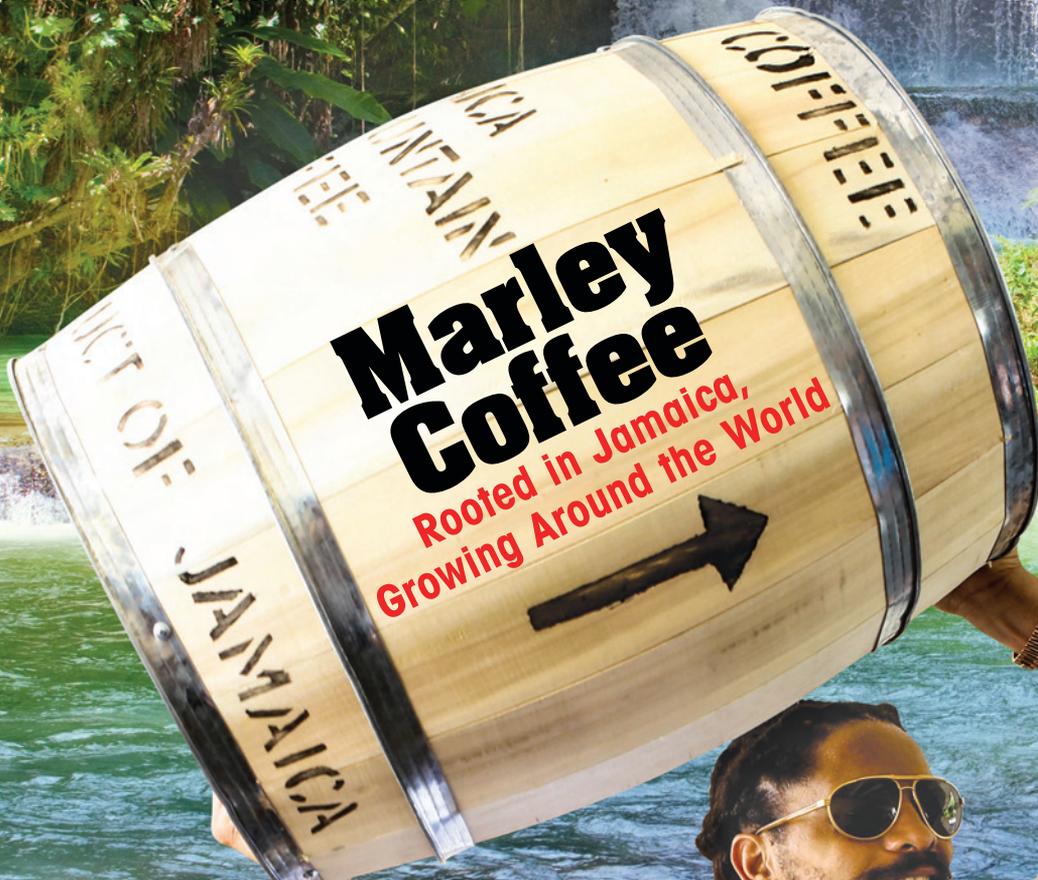


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Rohan Marley,
Founder & Chairman, Marley Coffee

Grown in the USA

Gritting one's teeth against New York winters, it's easy to forget that when the sun is setting on the frigid East Coast, it is at its midday height on the Hawaiian Islands, where coffees are busy being grown and harvested, under a wide range of conditions.

Hawaii's claim to caffeine fame is Kona coffee, recently the subject of controversial legislation. However, Kona is only one of many regions where coffees are cultivated on five of Hawaii's seven islands.

Farthest south in the island chain is Hawai'i ("The Big Island"), home of Kona coffee estates on its west coast. On the south side of the island is the Ka'u region, which annually celebrates coffee's vital role to the region's culture and economy with the Ka'u Coffee Festival. Chris Manfredi, of Ka'u Coffee Mill explained, "Nearly all Ka'u coffee is grown on smallholder farms approximately five to 20 acres in size. It is 100 percent hand harvested. Most is sun dried. Shade grown and certifications common to other parts of the world do not apply to Hawaii's unique situation. My farms are certified by Starbucks as part of their C.A.F.E. program. Ka'u grows largely Typica, with red and yellow Caturra and some Bourbon." He says that, in Ka'u, "coffee is filling an economic vacuum left by the collapse of the sugar plantations in the mid-90's. Growers who were generationally dependent on the plantation system are now thriving independent businessmen and women. Coffee also offers hope for local employ-



Kanapali Estate in Maui produces MauiGrown Coffee. Volcanic soil and fresh water aqueducts nourish the coffee trees.

ment, which keeps families together while it offers local opportunities and cultural sustainability." For more information about the 2014 Ka'u Coffee Festival visit kaucoffeefestival.com.

The island to the north of Hawai'i is Maui, where the Kanapali Estate produces MauiGrown Coffee at "a latitude of approximately 20 degrees north with temperatures affected by cooling trade winds. Rich, volcanic soil and fresh water aqueducts nourish the coffee trees, which are grown 350-1,800 feet above sea level," said MauiGrown's Cynthia "Ci-Ci" Henhemann. Hawaiians are dabbling in varieties of processing as well as varieties of trees. Henhemann notes that, "Each varietal that MauiGrown produces has its own unique cup profile and each variety is processed in a washed and natural process." The small island of Moloka'i, off Maui's north shore, offers yet another Hawaiian coffee terrior.

Moving still north is the island of Oahu, home to Hawaii's capital of Honolulu and a sole coffee estate: Waialua, owned by Dole Foods Corporation. Waialua's 180 productive acres yield up to 160,000 pounds annually of Guatemala Typica, originally from Kona. The coffee is grown in full sun, planted with strategic windbreaks, irrigated and mostly machine harvested.

Alfred Coscina, of the roasting company Coscina Brothers Coffee Company, which roasts all of Waialua's coffee, noted, "the Islands have come a long way since the original coffee production in 1827. Today, there are five major islands with commercial farms and a combined green coffee output of 7.5 to 8 million pounds."

The northern most island in the Hawaiian archipelago is lush Kauai, best known for its role as the *Jurassic Park* movie set.



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Kauai's productivity matches its picturesqueness; the 3,500 acres of Kauai Coffee Company's farms comprise the state's largest coffee estate.

Celebrating coffee microclimates is *en vogue* among roasters and retailers, but in Hawai'i unique and varied growing conditions are inherent to the islands' diverse farms. Much of Hawaii's coffee is roasted and consumed within the islands, but producers from Ka'u to Kauai offer an array of home-grown beans to roasters across the country.—*RN*

University of California, Davis, Launches Coffee Center

At the University of California, Davis (UC Davis), Davis, Calif., a cup of coffee has become the catalyst for several projects including the recently launched Coffee Research Center. It all began with a simple question: Can a cup of coffee teach chemical engineering?



Professors William Ristenpart and Tonya Kuhl believed that it could. In fact, they've created an entire course around it. The intent of the course is to percolate an interest into the world of chemical engineering, a program where enrollment has been on the decline.

The Design of Coffee is an introductory chemical engineering course now offered at UC Davis campus. This program is a non-mathematical approach to chemical engineering. Students will learn an engineering principle and then test it out in the laboratory with coffee beans and water.

The course will look at the impact of engineering design choices on the sensory qualities of a cup of coffee. The main goal

is to introduce how critical it is for chemical engineers to use quantitative analysis in an innovative manner. During the two-hour weekly lab, students analyze a variety of components from how a Mr. Coffee brewer works to how energy is used in different roasting profiles.

As a final presentation, the class divides into small groups—Iron Chef style—to develop and then share their ideal cup of coffee. The goal is to make the best cup of coffee using the least amount of electrical energy. Each cup of coffee is judged and graded on a scale from 0 to 100 by a blind panel.

This course not only peaked an interest in chemical engineering but coffee as a whole, inspiring the development of a Coffee Research Center.

The newly launched UC Davis Coffee Center brings together a collection of scientists whose joint purpose is to increase value at every step of the coffee pipeline. Researchers will be investigating a variety of areas from genetics to the best roasting process, while continuing to educate the next generation of coffee scientists. As part of the launch of the Coffee Center, UC Davis hosted a one-day coffee conference. The hope for the conference was to examine possible synergies between university research and those currently involved in the world of coffee, looking at all areas of coffee from genetics to its final consumption.—*AMH*

World Tea Expo Blends Fresh Ideas

World Tea Expo, focused 100 percent on premium teas and related products, will take place May 29–31st in Long Beach, Calif., at the Long Beach Convention & Entertainment Center, co-located with the annual Healthy Beverage Expo. The combined events are expected to attract around 5,000 attendees, more than 260 collective exhibitors, and top businesses and professionals from more than 50 countries.

“The U.S. tea market is undergoing a transformational change driven by flavor, variety and quality innovation,” said World Tea Expo presenter David Sprinkle, research director for MarketResearch.com and publisher of Packaged Facts. “At the heart of the change lies specialty tea. Competition by product type and retail channel is fierce, but ultimately the tea industry as a whole is the winner, because specialty tea products translate to more consumer enthusiasm, as well as higher prices at the cash register than the more commoditized products they are replacing.”

Sprinkle will present new research from Packaged Facts,

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