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TRADE JOURNAL

JULY 2013

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That regularly brewed coffee is making a comeback was evident throughout events and exhibitor stands at MICE. For years the boom in coffee consumption across the world has been led by Italian-inspired espresso coffees and the growing varieties of cappuccinos, lattes and macchiatos.

"Now we are really starting to see filter coffee or drip coffee, coming back. As the consumer becomes more educated about coffee and learns more about the different brewing styles we really see that they are also starting to re-discover drip coffee which gives you a whole different coffee experience," said Nick Maslin, of Red Star Coffee Roasters in Melbourne.

The MICE exhibition hosted over 150 companies. Drip-coffee and new technology and equipment for brewing filter coffee were the leading items trending at MICE this year.

Officials from companies across Latin America, South-East Asia, Japan, Europe and the U.S. participated in MICE and represented every aspect of the coffee industry from roasters to growers, traders, equipment suppliers, café owners, baristas and ordinary coffee enthusiasts and consumers from across Melbourne.—MW

Dispatches from the Field: Caldas, Col.

The FNC issues national recommendations for coffee growers across Colombia, but departmental committees are responsible for both tailoring those recommendations to best meet the needs of farmers in their department and for spearheading unique projects and initiatives.

The Department of Caldas, in the country's Central mountain range with its capital in Manizales, is one of the regions included under the 2011 declaration of Colombian Coffee Growing Landscapes as a UNESCO World Heritage site. The



UNESCO (United Nations Educational, Scientific and Cultural Organization) status was granted to four departments: Risaralda, Quindío, Caldas and Valle. These departments constitute more than 140,000 hectares of rural land that demonstrate a collective heritage of small land holders adapting cultural practices to accommodate cultivating coffee on steep mountainsides, integrating other crops, and maintaining a balance with the existing natural environment. This title has helped promote rural tourism across the region and open Colombian coffee production to visitors from across the world.

But tourism alone doesn't commercialize coffee, so Caldas has worked aggressively to certify the department's five coops under Rainforest Alliance, UTZ, Fairtrade (now also Fair Trade USA), and verify them through 4C,

Starbuck's C.A.F.E Practices, Nespresso AAA and Colombia's own budding Denomination of Origin program.

The abundance of certifications is not simply a response to consumer trends, it is the calculated effort to differentiate Colombian coffee through multiple added-value schemes, in response to the volume of high-quality coffee that has emerged from Central America in the last decade, rather than compete with the sole strategy of volume.

Since the market demand for a given certification does not always correspond to the amount of certified coffee a coop hopes to sell at a given time, members of the Caldas Departmental Committee of the FNC found that an average of 2.5 certifications was ideal. Multiple certifications justify the costs of all certification audits and guarantee that at least some premium will be paid, mitigating the risk that there might not be a buyer for a coffee with only a single certification.

Because of the country's legacy of technified, high-input cultivation, farms boasting organic certification are few and far between, but continued low prices might prompt some farmers to head in that direction as the cost of agrochemicals starts to fall out of reach.—RV



Following the devastating tornado that hit Moore, Oklahoma on May 20th, Baton Rouge, La.-based Community Coffee Company set up coffee stations throughout the city to offer free coffee to everyone. The main trolley was located outside a Walmart store and satellite locations were installed at first-responder posts.

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