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## *Brazil Looks to Conquer* the Specialty Coffee Market

- Q&A: Mauricio Galindo, ICO • RTD: Improving Quality, Expanding Market
- Special Report: Ecuador Part 2 • Developing Premium Private Label



prepackaged cups address the office industry's need for a faster, cleaner system. The BOLT system is also equipped with a hot water dispenser catering to the office personnel who prefer tea or other hot beverages.

"Keurig BOLT is a revolutionary step in our journey of bringing Keurig simplicity, quality and convenience to new away-from-home applications," said Brian P. Kelley, president and CEO of Green Mountain Coffee Roasters (GMCR), Waterbury, Vt., the parent company of Keurig. "While driving Keurig single-serve adoption, both in- and away-from-home remains a significant opportunity and priority. "[We] recognize there are away-from-home consumption occasions where brewing in volume is preferred," he said.

Keurig BOLT packs are available in several GMCR brands including Green Mountain Coffee, The Original Donut Shop, Timothy's World Coffee, Tully's and Van Houtte coffees.—AMH

### Dispatch from the Field: Colombia's Family-Owned Farms

Colombia boasts significant land area, ideal for growing coffee, but recent years have seen fluxes in the country's overall production volume due to climate changes and social factors (like the comparatively lucrative wages drawing workers to mines rather than coffee fields).

But Colombia has rebounded and is continuing to rebound. Even if it isn't occupying the number two or three spot in the global production tally at a given moment, Colombia's coffee growing sector continues to grow in dynamic ways thanks to the efforts of people like the five Muñoz siblings behind Compania Cafetera La Meseta, Colombia's ninth largest green coffee exporter (in 2012).

Gloria Muñoz explained how the company grew organically from a small, inherited plot of land to become one of Colombia's leading exporters:

*"We've been doing this for 30 years. It started with property mother received from my grandfather, who had a finca called La Meseta. At the time of his death those lands were divided between six children, and so my mother received a piece. When my mother inherited the farm it was seven acres, now it is 100 acres, all planted with coffee."*

It was Gloria's brother, Fernando Muñoz, who saw the amount of coffee the farm was producing and suggested they become exporters. They bought La Insula, which is now the largest wet mill in the Department of Caldas. La Insula consists of 30 silos; coffee from all over Palestina, La Esmeralda, Manizales, Trebol and ElTriunfo arrives there. They dry the coffee there and then send it to the dry mill.

Because so many Colombian coffee growers own their land, they have the foundation to seize opportunities for new kinds of growth that may have been overlooked by both the foreign companies and national Colombian Coffee Growers Federation who have so long dominated most aspects of the Colombian coffee market.

In Colombia's Antioquia region, another family-owned and operated farm, Hacienda Santa Barbara, also decided to take on the role of exporter, but only for the coffee grown on their 300 acres. Like La Meseta, Santa Barbara is seeing an increase in



Coffee production in Colombia continues to rebound.

annual production, and thus export, numbers.

Being conscious of diversified market demands, Santa Barbara's acres are planted with Bourbons and Typicas as well as the standard Colombian Castillo and Variedad Colombia. Internal crop diversity not only bodes positive for higher yields, it makes farms more resilient to pests and plagues that may attack one varietal more aggressively than another.

Rebounds in production after several troublesome weather cycles are also due to the increased density with which growers are renovating old lots. However, this increase has the opposite potential effect of diversification in that it increases the speed and intensity with which pest and plagues spread. Overall, a major national tendency towards innovation and experimentation within individual farms and companies points towards Colombia continuing its legacy as a coffee growing bastion.—RV

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