

# TEA & COFFEE

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TRADE JOURNAL

NOVEMBER 2014  
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A golden Dallah (coffee pot) is the central focus of the cover. It is a traditional Middle Eastern coffee pot, characterized by its bulbous body, a long, curved handle, and a tall, slender neck with a pointed top. The pot is intricately engraved with floral and geometric patterns. It sits on a vast, undulating sand dune under a clear, bright sky. The lighting is warm, suggesting a sunrise or sunset, and the pot casts a long, soft shadow on the sand to its left.

**Middle East:**  
*Boom in Coffee Culture  
Blends Traditional  
with Modern Ways*

- **World Tea Market Report**
- **OCS: The Importance of Diversity**
- **Total Recall: Insurance Risks**
- **US Ports Update**
- **CTC vs. Orthodox Tea**

because the coffee market has become increasingly saturated.” He added that the trend of tea companies adding coffee, and coffee companies adding tea is not a new idea. But in the past, stores worried that the smell of coffee brewing would affect the aroma of tea. Recently, the concept of tea/coffee cafés has returned.

COTECA was accompanied by a two-day conference with themes that focused on climate change and sustainability. Laurent Pipitone, head of the statistics department of the International Cocoa Organization, London, gave an

company’s newly launched website (crop-tocup.com) offer a unique combination of large volume buying for commercial roasters and by-the-pound buying for home coffee roasting enthusiasts and small start-up roasting operations.

“Crop to Cup makes green coffee available to coffee enthusiasts looking for two or more pounds to roast at home, or to professional roasters, looking to purchase pallet loads or annual supply,” said Taylor Mork, co-founder and president.

Crop to Cup started in 2007 as a green- and roasted-coffee distributor in

hopes to pull back the curtain on the mystery of green coffee, a raw ingredient most coffee drinkers never get to see.

The showroom also includes a full café serving espresso drinks and pourovers so coffee aficionados and industry experts have a chance to taste the products on offer. Showroom visitors can “sample brewed coffee from a rotation of specialty roasters from across the US who source their raw coffees from Crop to Cup Importers,” said Shafer.

The new showroom facilitates education as much as sales. “The storefront serves as a coffee sourcing outlet, where professional buyers can come to inform their annual inventory plans, cup coffees and meet with an importing representative,” said Mork.

Crop to Cup’s showroom doors are open seven days a week, and the team extends an equal welcome to those who want to see green beans for the first time or buyers interested in cupping exclusive Cup of Excellence lots.—*RN*



Crop to Cup’s green coffee showroom opened in the Brooklyn neighborhood of Gowanus in October.

overview of current developments and problems in the international cocoa market. Maja Wallengren from Mexico and Carlos Brando from Brazil, analyzed the challenges for the international coffee market present and future. Tea experts Herolodo Secco Jr., representing a Brazilian mate producer, and Phrasiah Mwangi, a director on the Tea Board of Kenya, explained the potential for mate in the global market.—*NE*

### Crop to Cup Opens Brooklyn Showroom

Brooklyn-based green coffee importer Crop to Cup, opened a green coffee showroom in October in the neighborhood of Gowanus, creating a new kind of environment in which commercial roasters and home roasters can purchase green coffee.

Both the Brooklyn showroom the

New York and Chicago, but has shifted gears to focus solely on importing coffee, particularly from producers in East Africa and Indonesia with whom Crop to Cup’s team has longstanding relationships.

Crop to Cup’s current green inventory features 20 selections of green coffee. “We’re excited to offer home roasting equipment as well as green coffee,” commented Dan Shafer, director of operations. The showroom has sample roasting capacity, designed to both offer training to home roasters as well as afford commercial buyers more comprehensive sensory product analysis.

By opening a space where coffee aficionados can explore the wide variety of green coffee coming from all of the world’s growing regions alongside seasoned commercial roasters, Crop to Cup

### El Volcan Explores Direct Trade

Exportadora El Volcán, San Salvador, El Salvador, exported roughly 7 percent of their 2013/14 harvest under in a direct trade model, including sales to larger roasting businesses like Square Mile Coffee Roasters in London, and small companies like Roast Inc., in Nashville, Tenn. Volcan’s general manager Jeff Holman said, “Regardless of their size, roasters require specific information about the microlots and almost always establish a personal relationship with the producers of the coffees they buy.”

The term “direct” trade can be misleading, and some consumers and retailers assume it somehow eliminates middlemen like exporters and importers. In some





cases it may, but intermediaries like El Volcan actually act as facilitators for certain kinds of direct trade that otherwise would not be logistically possible.

“We act as a channel of assistance for logistics management and consolidation here at origin, which permits producers to sell their coffee to different markets, thus significantly lowering their costs. In this model, the producer negotiates the coffee price directly with the roaster,” said Holman. “Nevertheless, it is important to mention that this model almost always requires the services of exporting and importing companies specializing in the commercialization of microlots through their strengths in logistics and delivery to final clients.”

Even though it accounts for only a small portion of their business, El Volcan noted that selling coffee under a direct model has both perks and drawbacks. “One advantage of having a direct relationship with a person close to the final consumer, is that it permits us to know more about the expectations and tastes of coffee drinkers. This helps to focus producers’ efforts in specially cultivating and processing their coffee,” said Holman. “This connection also generates an important motivating effect and the producer feels more invested in growing and delivering the best possible quality in order not to compromise the direct relationship he has with his buyer.”

El Volcan acts as a two-way conduit, relaying information to both producers and buyers, a job that contributes to direct trade being the most time consuming segment of El Volcan’s operations. “Negotiations are more complicated and slow depending on the culture and business experience of the buyer. It can take some time to establish price and export

agreements,” noted Holman. Direct trade can also be a very costly pursuit. “Although shipping container consolidation with other exporters is increasingly common, sometimes there is not always a low cost option to prepare and ship microlots,” Holman observed.—*RN*

### Gourmet Robustas Dominate India’s Fine Cup Competition

Home to some of the world’s highest quality Robusta coffees, farms producing

India’s finest beans in the 2013/14 harvest were awarded in this year’s edition of the Flavor of India Fine Cup competition held Sept. 24<sup>th</sup> during the COTECA trade show and conference in Hamburg.

“The cupping competition is held every year because we want to promote the production of fine quality coffees among our planters and the competition has been very successful in showcasing the fine coffees from India in the international market,” said Aarti Gupta of the Coffee



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