

SCAA TRIPS & SITE VISITS

SCAA Guatemala Training Trip January 5-11, 2001 Guatemala

(562) 624-4100

SCAA Winter Membership Reception January 21, 2001 San Francisco, California (562) 624-4100

SCAA EVENTS
SCAA 13th Annual
Conference & Exhibition
April 20-23, 2001
Miami Beach, Florida
(562) 624-4100



INDUSTRY Calendar

JANUARY 2001

NASFT International Fancy Food Show January 21-23 San Francisco, California (212) 482-6440

FEBRUARY 2001

Coffee Fest February 2-4 Las Vegas, Nevada David Heilbrunn (206) 232-2982

FEBRUARY 2001

90th Annual NCA Convention February 14-18 Scottsdale, Arizona (212) 766-4007

MARCH 2001

NASFT International Fancy Food Show March 25-27 Chicago, Illinois (212) 482-6440

APRIL 2001

SCAA 13thAnnual Conference & Exhibition April 20-23 Miami Beach, Florida (562) 624-4100

JUNE 2001

Coffee Fest June 1-3 Atlanta, Georgia (206) 232-2982

JUNE 2001

Tea & Coffee World Cup June 26-28 Amsterdam, The Netherlands (212) 391-2060



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Cupping Tables Repairing and upgrading of sample-roasters, all brands Information at www.bendig.co.cr or wkventas@bendig.co.cr

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kepiy. aiterra@aiterraconee.com

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Classified ads are \$50.00 for up to 50 words and available to SCAA members only. Ads receive uniform layout. Special spacing, layout, and emphasis is not available.

NOVEMBER/DECEMBER 2000

Specialty Coffee Monicle

A Publication of the Specialty Coffee Association of America

What both SCAA's Specialty Coffee Institute and USAID realize is that quality is the fruit of the sustainable tree. In order to have lasting economic impact, smallholder coffee farmers need technological assistance in producing high quality coffees.

- NATIONAL SPECIALTY Coffee Week
- Baseball Barnstorming Tour of Nicaragua
- Norway WINS!
- SCAA EXHIBITOR CHECKLIST
- STRONG COFFEE
- Presidnet's Report



By Mike Ferguson

If you're a 7.5 billion dollar US government agency responsible for humanitarian and development assistance programs around the world, you cannot ignore coffee. It's almost everywhere your numerous field offices are: Africa, Asia, Latin America. You cannot ignore the difficulties facing so many smallholder coffee farmers, the majority worldwide. At the same time, you cannot ignore the need for environmentally sustainable solutions within your agricultural assistance programs. Finally, as you come to realize that quality and sustainability are intrinsically linked to improving the lives of coffee farmers, you cannot ignore the Specialty Coffee Association of America.

A Memorandum of Understanding signed recently between SCAA's Specialty Coffee Institute and the US Agency for International Development (USAID) puts the specialty coffee industry at the forefront of sustainable growth for the coffee industry worldwide.

While the US Agency for International Development has been active in the coffee industry at origin for some time, it cannot be said that their goals were always in line with those of the specialty coffee sector. In the past, USAID projects focused on improving yield and developing production practices that did not always make quality a primary consideration. In recent years, however, USAID began to realize that the traditional commodity approaches that had worked well with many agricultural products were neither economically nor environmentally sustainable in the long term, especially for smallholder coffee farmers.

This evolution in USAID's approach allowed a quality driven coffee project to emerge in Peru's Apurimac River Valley. Partnering with Seattle's Best Coffee Company and the nonprofit rural development organization, Winrock International,

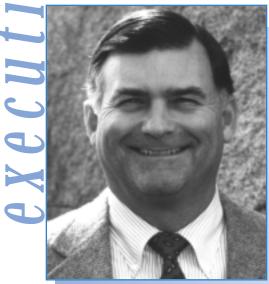
USAID funded the renovation of over 2,000 hectares of coffee land over a four-year period, making substantial improvements in both harvesting and processing practices. While USAID provided the funding, Winrock worked within the farm communities, and Seattle's Best Coffee provided high profile market access. The positive results prompted Michael Maxey from the USAID Peru office to explore the idea of using the Peru model worldwide. While seeking potential private sector partners, those who understood, or were at least attempting to address, the interplay between quality and sustainability, Maxey found the SCAA. Suddenly, "global reach" seemed like a real possibility.

Passion and Promise

Perhaps no other word in the coffee industry carries with it so complex a mixture of passion and promise than "origin." There is the history and romance of the coffee farm, the tangible sense of every cup of coffee being descendant from the soil. There is the connection, so critical to the success of the specialty coffee sector, to places far away and exotic, endlessly unique and unknowable except through the cup: the earth of Yemen, the mean seas off Sumatra, the rainforests of Guatemala. Then there is the dependency inherent in the word itself. The livelihood of every single person in the coffee industry originates in coffee lands, is born of the plants and those who tend them and harvest their

The specialty coffee industry has been defined to a great degree by its ability to lay hold of the passion and promise of origin: Not only is coffee not a commodity, but the potential variety is virtually endless when quality attends, as are the number of appreciative consumers. The specialty coffee industry has also been defined by its ability

DIRECTOR



Message from the Executive Director

It takes a village . . .

To fully appreciate the connection between coffee, environment, and the quality of life for coffee farmers, the following sketch of coffee production in El Salvador by Ricardo Valdivieso provides a vivid description:

"Most Salvadoran coffee is grown on small farms. Close to 90% of the 20,000 coffee growers produce fewer than 150 bags in farms less than 10 hectares in size. Women play a significant role in coffee production, since 35% of farm owners are female. Coffee provides direct employment for more than 135,000 people all year round, or 7% of the country's total employment; in a country of 6 million people this is very significant, since coffee related jobs benefit around 700,000 people.

Coffee growing in El Salvador is a deeply rooted way of life that not only provides economic support for rural families but also prevents more people from migrating to the already burdened cities or to other countries (USA and Canada). When prices are

remunerative, a small producer can obtain an average profit of up to US\$3,000 a year, well above the annual US\$1,334 needed to buy a basic food basket in rural El Salvador. This income is complemented with some staple products planted on coffee fields. In addition, coffee and shade tree pruning supply rural families with much needed firewood for cooking, thereby diminishing pressure on deforestation."

This same story is reflected in coffee agriculture throughout all of Latin America, from Mexico south to Panama, an area known to environmentalist as the Mesoamerican Biological Corridor. The ultimate causes for the accelerated loss of biodiversity in this area lies in the high proportion of the region's population residing in rural areas, often in conditions of poverty or extreme poverty; the high rate of population growth; and the slow pace of economic development. As one of the few cash crop alternatives for people living in these areas, coffee plays a key role in any development plan designed to maintain the biodiversity in this part of the world. Consequently there is extreme interest in coffee, not only on the part of various governmental and non-governmental institutions assisting with the economic growth in developing countries, but also with a large number of groups concerned with environmental issues, including The World Bank.

While it takes a village to grow coffee, as Ricardo Valdivieso points out in his sketch of coffee production in El Salvador, it also takes a community to sell coffee, as everyone in the specialty coffee sector has come to realize. It is a relationship of taste & trust built between retailers and the communities they serve that drives the specialty coffee business model. It is on this business model that SCAA, through its education and research foundation - SCI, has formed a partnership with USAID for future coffee development activities. In the coffee sector, environmental preservation and social advancement can be consumer driven, simply by the purchase of a pound of coffee.

National Specialty Coffee Week February 12-19, 2001 SCAA Retailers Start Planning Now

National Specialty Coffee Week (NSCW) is just around the corner. The theme is: "Specialty Coffee is a Love Story." (View the coffee week art work at www.nscw.org) It's time for coffee retailers to begin planning their promotions. In mid-January, all retail members of SCAA will receive a specialty coffee week poster and a NSCW 2001 Promotional Planning Guide detailing how you can turn coffee week into an exciting promotional opportunity for your retail location. Some of the ideas that you should start planning for now include:

- ➡ Guest Barista The "Guest Barista" can be anybody of note from your community: The Mayor; High School Principal; Member of City Council; High School Coach; Journalist; etc. Invite them to step behind the counter for an afternoon or evening to help serve espresso drinks.
- ◆ Open Mike Invite local singer/songwriters and poets to come and share their love of coffee. Awards can be given for the best songs and poems about coffee, or you can simply host an open mike. If your coffeehouse already sponsors an open mike, you may want to make coffee week a "theme" week for your regular participants.
- In-Store Coffee Tasting For coffee week, a coffee tasting can involve pouring through cone filters, or be as simple a tasting from air pots. Your NSCW 2001 Promotional Planning Guide will feature complete details for planning your tasting with customers, including coffee cupping terminology to help your customers describe their experience, and a copy of the SCAA Flavor Wheel. Think about ordering the full size Coffee Taster's Flavor Wheel poster or the Art of Aroma posters to provide a vocabulary for your customers who participate. A coffee tasting, or even a cupping, is the perfect way to reward your whole bean customers and turn them into even more committed coffee connoisseurs. (See the article Pure Enthusiasm in this issue of The Chronicle).
- **◆ Cross Promotions** Consider cross promotions with nearby retailers (Gift and Card Shops) in the weeks approaching both NSCW and Valentines day. Be sure to announce NSCW at your local Business Association or Chamber meeting.

Watch for your weekly *Countdown to Coffee Week Newsletter* via fax beginning December 5th. Let us know what you're planning for National Specialty Coffee Week.

Regional Roaster Sponsorships

Last year we heard from many roasters who were eager to participate in National Specialty Coffee Week. After a few trial runs during NSCW 2000, we are introducing Regional Roaster Sponsorships for 2001. Wholesale roasters can purchase exclusive sponsorship of their Metropolitan Statistical Area (MSA), and neighboring MSA's. The price of each MSA is based on the number of overall media contacts within that MSA. Prices range from \$22 (Enid, Oklahoma) to \$500 (New York, New York).

In return for the sponsorship fee, SCAA will send a press release on the roaster's behalf to all media outlets within each MSA(s) purchased. The press release will announce the roaster's exclusive sponsorship for that area, feature both the SCAA logo and the sponsors logo, and contain a quote from the sponsoring roaster's spokesperson. The press release will also include contact information for the sponsor. All press inquiries received at SCAA will include a referral back to the roaster sponsor in the area from which the inquiry originated.

Roasters and retailers with questions about NSCW 2001, or those who just want to share their plans with us, can contact Jennifer Leslie at (562) 624-4100 or email <u>ileslie@scaa.org</u>. ■

The Specialty Coffee Chronicle is published by the Specialty Coffee Association of America six times yearly as a forum for discussion on industry related topics and issues. Opinions expressed in articles and letters do not necessarily represent the position of SCAA, its members or directors. Input and comments are welcome and should be submitted to the editor, (562) 624-4192, fax (562) 624-4101.

Production artist: Regina Roland, Studio 8 Edited by Mike Ferguson

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to bring change to the coffee industry as a whole: changes in marketing, changes in product categories, and most important, changes in the relationship with coffee producers. For members of SCAA, this growing leadership role is supported by their commitment to three axioms: 1) Hear all the "voices;" 2) Maintain a "big tent;" and 3) Advocate for "new possibilities."

The realization of these leadership ideals was demonstrated recently as a perfectly normal fall morning in Seattle—overcast, a slight chill in the air—was the setting for a perfectly unusual gathering. Two dozen people huddled outside a downtown coffeehouse to watch the signing of a Memorandum of Understanding between SCAA's Specialty Coffee Institute (SCI) and The US Agency for International Development. Most were there as witnesses, including several local coffee industry leaders, whose very presence itself bore witness to the true size of the event: C.J. Neilson, Marketing Director at Millstone Coffee Company; Dave Olsen, Senior Vice President of Starbucks; and Jim Stewart, Chairman and Co-founder of Seattle's Best Coffee, which hosted the event.

The signatories were USAID Administrator, J. Brady Anderson; SCI Chairman, Douglas Carpenter, from Ronnoco Importing Company,

signing as an SCI Trustee. The dictionary definition of synergy being "a mutually advantageous conjunction," the MOU signing represented one of those rare moments when it is actually the correct word to use.

Describing this "conjunction," Ted Lingle has said, "What both SCAA's Specialty

and SCAA Executive

Director, Ted Lingle,

Coffee Institute and USAID realize is that quality is the fruit of the sustainable tree. In order to have lasting economic impact, smallholder coffee farmers need technological assistance in producing high quality coffees that will result in the higher prices they need to begin or continue sustainable agricultural practices, preserving environmentally sensitive areas while enhancing the lives of the farm workers who live in them. Quality of the product, quality of the environment, and quality of life for the farmer are inseparably bundled together."

SCI Chairman, Doug Carpenter commented in his opening

remarks, "This signing ceremony is to formally establish our mutual commitment in promoting environmentallysound coffee, of enhanced quality, that will benefit, not only the smallholder farmers in developing countries, but also the ultimate consumer of that product. To be able

> to raise the bar of quality, and at the same

time, hopefully, make a meaningful difference in people's lives, will be for me, a most humbling and gratifying experience.'

The MOU is a fulfillment of SCI's mission to integrate advances in science and technology with practical applications in agriculture and industry that lead to continuing improvements in all aspects of coffee quality from seed to cup. Participation with USAID creates the opportunity for funding from non-industry donors who have similar goals.

USAID Administrator, Brady Anderson, noted that by working together, SCI and USAID "can make a real, lasting impact on improving the lives of people in the countries where coffee is grown."

For USAID, the Memorandum fits within its existing mission to manage US foreign economic and humanitarian assistance programs around the world through a variety of development partners, including indigenous organizations, universities, American businesses, international agencies, other governments, and other U.S. government agencies. In announcing

the signing internally, USAID noted that a partnership with the coffee industry is "a means to achieve USAID's complementary goals of economic growth and environmental protection. Collaborative activities with this industry could significantly raise the incomes of small farmers in 30 countries where USAID is active."

This particular partnership with SCAA/SCI is unique in that it is the first time USAID has signed an MOU with a private industry group. It is a direct testimonial to the lead role that SCAA and SCI are now playing in the coffee industry.

The hard work and vision of USAID's Michael Maxey's led to SCAA/SCI submitting a coffee proposal to the Agency. The proposal was named the "Global Coffee Framework for Cooperative Action," a sixteen point program designed to serve as a blueprint for coffee development activities that lead to higher qualities for consumers and favorable prices for producers. USAID accepted the proposal as the basis for joint actions and drafted the Memorandum of Understanding setting forth the intentions of both parties with regards to the shared goals of promoting private sector approaches that are environmentally friendly, socially responsible and economically sustainable.



At the heart of this mutually advantageous conjunction of industry and government is a concern for equitable use of shared resources for current and future generations, a place where the interests of coffee, development, and conservation all converge. Ted Lingle has commented, "If we are going to make meaningful changes, we have to operate together within an overall framework, a framework that serves the self-interests of both consumers and producers worldwide while respecting the sovereignty of the peoples, institutions, and countries involved in coffee commerce. We have to realize that it is possible for meaningful change in rural farm communities to be consumer driven"

As various partnerships, like that between Winrock International and Seattle's Best Coffee, begin to form, the MOU will provide navigation points for the projects that emerge from these partnerships. Far from being a ceremonial document, the language within the MOU makes clear the values upon which projects will be based.

- Environmentally Sound Coffee Production
- Small-holder Farmers and Farmer Organizations



Continued from page 3.



Memorandum Of Understanding Between The United States Agency For International Development And The Specialty Coffee Institute

I. Purpose And Scope

The United States Agency for International Development ("USAID") and the Specialty Coffee Institute ("SCI"), the tax-exempt education and research foundation of the Specialty Coffee Association of America, ("the Parties") share the goals of promoting environmentally sound coffee production for small-holder farmers and farmer organizations in developing countries; increasing investments in such production; and improving the quality of coffee produced for export. The Parties also share the goal of promoting private-sector approaches that are environmentally friendly, socially just and economically sustainable.

The purpose of this Memorandum of Understanding ("MOU") is to set forth the understandings and intentions of the Parties with regard to these shared goals. The Parties specifically acknowledge that this MOU is not an obligation of funds, nor does it constitute a legally binding commitment by any Party.

II. IMPLEMENTATION

To achieve the purposes of this MOU, the Parties, individually and subject to the availability of funds, will jointly cooperate on technical assistance and technology transfer, research, and investment in production and marketing efforts that benefit small-holder farmers, farmer organizations and coffee producers in developing countries.

Specific joint efforts of the Parties will include:

- The mutual exchange of information and data on specific sectoral activities - except that deemed privileged or proprietary;
- The coordination of technical assistance, research and other activities involving eligible beneficiaries' coffee production, shipping, handling and processing;
- Promoting environmentally friendly resource management practices by small farmers;
- Meeting periodically at the request of either Party to share experiences and lessons learned and to facilitate the transmission of "best practices" to regional and country-level partners;
- Cooperation on testing and implementation of verification and certification systems that monitor and measure the impact, effectiveness, and sustainability of activities; and
- Sharing information on opportunities that may arise for collaboration with other donors and entities that may leverage resources invested by the Parties.

- Improving the Quality of Coffee Produced for Export
- Private-sector Approaches
- Socially Just
- Economically Sustainable
- Investment in Production and Marketing Efforts

In the end, it was the inclusion of a market access component that made the Peru project truly viable. While there is a tradition within the specialty coffee industry of roasters and roaster retailers



developing relationships in farm communities, and even providing resources for improving production, the projects imagined within the MOU are perhaps more far reaching and "holistic" in their intent. Attention to questions of market access that go beyond just a "marketing plan" will be critical.

Part of the coalescence that led to the writing of the MOU included SCAA's development of "Project Marketing Partners."

Project Marketing Partners established parameters for this type of collaborative action just as SCI and USAID were beginning their initial discussions. Development of a comprehensive coffee agronomic model, patterned after the wine industry, requires industry-wide supports on an international level and investment funding from outside the coffee farm sector, a combination inaugurated by the MOU signing. SCAA's Project Marketing Partners provides a much needed model for market access outside traditional commodity avenues.



A Memorandum of Understanding is a little like a promise ring. It's not exactly an "engagement," and it's certainly not a marriage. It is a symbol of intent; or at least, a symbol of all the intent that can be mustered at the time. What a promise ring may lack in the way of well defined commitments for the future, it more than makes up for in passion for that which defines it: The Promise. From the perspective of the specialty coffee industry, it is well past time for the promise of origin to continue full circle. \blacksquare

Norway First Official World Championship of Barista Art held in Monte Carlo

News from the Speciality Coffee Association of Europe (SCAE)

Among the more spectacular events during the World Coffee Conference 2000 (Oct. 13-15) in Monte Carlo, was the first official World Championship of Barista Art. The competition was a joint venture between SCAA and SCAE and may act as a model for future arrangements—the SCAA conference in Miami next year being the first.

The competition had attracted competing Baristas from 14 nations world wide including the United States. Most of them had qualified through national finals and appointed by the various national chapters of the SCAE.

The 14 contestants were screened down to six for the finals through semi finals on Friday and Saturday. Jurors had been named from all over the world-one being Don Holly of the SCAA. No juror was on the panel when a fellow countryman competed. The grand finale took place on Sunday. A huge and very professional coffee bar had been built for the event by the SCAE Italian chapter, and lots of cheering fans tried as best they could to inspire their candidates to perform at their peak.

What a show it was. Accompanied by heavy music and professional speakers, the contestants were fighting two at a time. They were all given five minutes to prepare on the supplied Brasilia equipment with their own secret blends of espresso brought from home. Then they had to produce four espressos, four cappuccinos and four servings of their special signature drink in only 15 minutes. Points were given for technical skills, cup appearance, taste/flavour and overall impression/presentation. Points were given on a scale from 1-10, ten being best. Theoretical maximum score per contestant would be 480. (Four jurors giving 10 points each for the three different servings.)



Skillful Tone Elin Liavaag of SCAA member Solberg & Hansen AS in Norway headed the competition with technical backup from the rest of the well-dressed Norwegian Barista Team who acted as on site helpers during the event.

When all points had been added, the audience mostly being Italian and French was in for a surprise. The first World Championship of Barista Art went to Robert Thoresen from Norway. He is a Nordic Champion already, having previously won the Norwegian Championship twice. His skills behind the machine and tasteful espressos topped by a very special signature drink served on a saucer left no doubt with the jurors. Iceland came in second with Denmark as third. One comment given by a local reporter was: "These results would have given high odds at the Monte Carlo Casino".

The winner used espressos made by Solberg & Hansen AS in Oslo, Norway. CEO Trygve Klingenberg refused to reveal the secrets of his blends but said that they had to do with last year's Brazilian Cup of Excellence Auction and some very good friends in India, a country he has related to for fine coffees for more than 25 years. "This should be the ultimate proof that when quality is in focus all the way

Mike,
Only one photo came
through okay. The 2nd one
had zero k. . . there was
nothing to open.
Please try to send again.
Thanks.
R~

from seedling to cup—that is when a gold medal is within reach" he stated. He willingly admitted that winning a competition this fierce was also a bit of luck. "At this level nothing must go wrong. This is really a team effort—all the way from farm to cup where everybody must know exactly what to do, how to do it and why. And then do it." He added, "For Nordic countries to beat Italy in Espresso making on their home ground should be a wakeup call to a lot of professionals within the industry. Espresso is supposed to be the coffee beverage of the Italians. May be it is about time to look for a better bean also in this part of the world."

He may be right. With Iceland in second and Denmark in third place, there must be something very special in the coffee culture within these countries. Scandinavia as such has had the highest per capita consumption of coffee in the world for years. Has it to do with the quality of the beverage?

The second World Championship of Barista Art is scheduled to take place during the SCAA annual conference in Miami in April 2001.

Visit The Speciality Coffee Association of Europe at www.scae.com

The 1st Barista World Championship Year 2000

Hereby the official results from The 1st Barista World Championship Monte Carlo 15th of October 2000

<u>Place</u>	<u>Nationality</u>	<u>Name</u>	<u>Score</u>
1.	Norway	Robert Thoresen	359.5 points
2.	Iceland	Erla Kristisdottir	353.5 points
3.	Denmark	Martin Hillebrandt	342.0 points
4.	Australia	George Sabados	334.0 points
5.	Italy	Thomas Polti	321.5 points
6.	Croatia	Zelmir Bajic	283.0 points

Best regards Speciality Coffee Association of Europe

Tone Elin Liavaag Head of Judges

Training Renewal Foundation Offers Barista Training



Baristas in training.

People from all over North America who attended the Canadian Coffee and Tea Expo in Toronto between September 9 and 11, 2000 noticed an unusual message in the conference program. This was a notice of a Barista Training Certificate Course offered by the Training Renewal Foundation (TRF) in partnership with the Specialty Coffee Association of America (SCAA). Seventeen participants were transported to Concord, north of Toronto, where they ate lunch and spent an afternoon training to be a Barista using the standards and curriculum pioneered by the SCAA at their conference in San Francisco last winter. Working very hard under the guidance of instructors, Ann Bradfield, Vladimir Martinov, Dale Shuttleworth and Murray Shukyn, these soon-to-be Baristas learned the basics of making a perfect espresso, fantastic cappuccino and delightful iced drinks. To make sure they could continue to do so, they were taught to adjust grinders and clean espresso machines. Each of the participants learned enough to receive a Barista certificate from TRF and SCAA.

The reaction was very positive and plans are afoot to offer this excellent training program again in the very near future. For further information in Canada, phone 905-660-2757 ■

Baseball To: The SCAA Baseball Coffee Dreamers From: Paul Katzeff, President of SCAA, Catcher and Dreamer (and Manager until we find one)

This letter is not an invitation to a fantasy; it is an invitation to a dream. On March 2, 2001, 32 days after the birthday of Babe Ruth, fourteen SCAA members will gather in Arizona or Florida for two days of practice prior to their arrival in Managua, Nicaragua where they will begin a a ten-day trip to the baseball crazy country of Nicaragua. Their mission will be to play real baseball with our Nicaraguan coffee comrades. We will play eight scheduled games against the teams of eight coffee cooperatives located in six great coffee

opponents will be coffee growers.

Our mission will be to share some good times, cigars, rum, bars, dancing, singing, speechmaking, bus touring, and baseball.

growing regions: Segovia, Matagalpa, Jinotega, Estelli, Boaco, and Ocotal. Our

I am looking for fourteen good baseball players who are over 21 years old and can play on grass, or clay or on a cattle pasture. Fourteen Coffee people who want to share in a way baseball players and fans can--emotions, smiles, recognition on the field of play and afterward. We will have "jobs" for 18 others fans of the game so don't drop out of this yet.

Kimberly Easson is organizing the logistics, and together we are creating the program. I have, as many of you know, adopted Nicaragua as my personal savior. The country that helps me keep my life in better focus. I have traveled to Nicaragua over 40 times since 1986, and, in fact, played second base on the infamous (in Nicaragua) "Baseball for Peace" Tour of '86 a cultural exchange program during the Contra war days.

Let me tell you about this trip. First off, it is an official trip of the SCAA, voted so unanimously by the SCAA board at our September 2000 meeting in Miami Beach.

We will travel around Nicaragua in a high profile 44 seat bus, with 20 feet banners proclaiming our teams barnstorming tour. We will be known as Juegos de Cafe our team name, until a better one is proposed.

We will play in uniforms (supplied). We will use only wood bats (so will they). We will play everyday. We will play teams composed totally of coffee farmers who belong to small farm cooperatives. There will be plenty of time to talk coffee and cup the new crop. I will organize a cupping in each region we visit but it will be informal and the focus will not be buying and selling, although that may happen.

We will overnight in each city/town in which we play. Our digs will be comfortable but modest.

March is just about the end of the baseball season in Nicaragua, so our timing will be perfect. I could write on for the length of a novel, but with this first communication I've set the stage for you who can feel the rush. The real experience will be what our team makes of the reality as it unfolds, spontaneous and unknown right now, but an adventure never forgotten after

Here are some participation details: We can take a maximum of fourteen (14) players. However, we have other positions that need to be filled.



Nicaragua

- First Base Coach
- Third Base Coach
- Umpires
- **Equipment Managers**
- Photographers
- Videographer
- Official Scorekeepers

Up to 9 Groupies

Thus, the total maximum entourage can be up to 34 people. Imagine, traveling together on one 44 seat bus, barnstorming around a beautiful country, banners flying, towns coming out to "root-root for the home team", ceremonies and speeches, new friends and the rush of the moment as the national anthems are played before each game, with our hands over our hearts, all together, Coffee People all. That should enable everyone, player and supporters, to feel what it is like to play minor league Triple A ball inside of a Major League experience.

Look for the Baseball Mailing with full details and costs (about the same as our training tours) coming your way soon.

Paul Katzeff Player!!!!

SCAA Tour de Beisbol Baseball, Camaraderie and Coffee in Nicaragua

March 9-18, 2001 Team Practice in Phoenix: March 6-9

Nicaragua is a passionate place—the country's passion for baseball almost matches its passion for coffee and camaraderie. This special program, inspired by SCAA President Paul Katzeff, is a unique opportunity to take part in camaraderie on the fields—the coffee fields and the baseball fields. The SCAA invites fans of baseball and coffee alike to join in the adventure. Each day will include some of each; coffee touring and tasting and friendly baseball games, in the country where baseball is king. The coffee adventure will take us to visit a diverse array of coffee regions and farms, including cooperatives, small farms and organic plantations. The baseball adventure will mean creating a "SCAA Team Café" to play against various teams representing coffee cooperatives and regional farms in Nicaragua. Don't miss it!

The Team

Players 14 Manager 1 Coaches (1st & 3rd) 2 Equipment Mgrs 2 Scorekeepers 2 Camera & Video 2 Umpires 2 Groupees & Fans 6 Total 31

We will travel in a 44



Nicaragua

seat bus-everybody will have a role to play. This is sandlot baseball. You won't need to be able to hit a 90 mph slider.

Team Practice in Phoenix: March 6 - 9 \$399

Meet your team-mates in Phoenix for practice and team-building. Work with coaches and players to polish up skills before heading to Nicaragua. (Mandatory for players.)

Amistad y Café

Double occupancy. Includes 3 nights hotel, practices, team uniform, MLB spring training game and some meals. Arrival Day: Fri, March 9 Esteli Arrival to Managua, transfer to Esteli. Evening welcome gathering and program orientation.

Nicaragua Itinerary:

Day 1: Sat, March 10 Esteli

Game #1 - Team Esteli. Visit cooperatives around Esteli.

Day 2: Sun, March 11 Esteli

Visit farms in Nuevo Segovia. Game #2 - Team Segovia.

Day 3: Mon, March 12 Esteli

Visit dry mills in Ocotal. Game #3 - Team Ocotal. Travel to Matagalpa. Day 4: Tues, March 13 Matagalpa

Game #4 - Team Matagalpa. Tour farms in Mataglapa.

Day 5: Wed, March 14 Matagalpa

Tour farms in Jinotega. Game #5 - Team Jinotega.

Day 6: Thurs, March 15 Granada

Morning travel to Boaco. Game #6 - Team Boaco. Transfer to Granada.

Day 7: Fri, March 16 Granada

Free time and city tour of the historic colonial town of Granada. Game #7, Granada or Masaya.

Day 8: Sat, March 17 Managua

Return to Managua, with shopping stop in historic Masaya. Managua City Tour or free time. Finale - Game #8 in the Managua Stadium. Awards Ceremony and celebration.

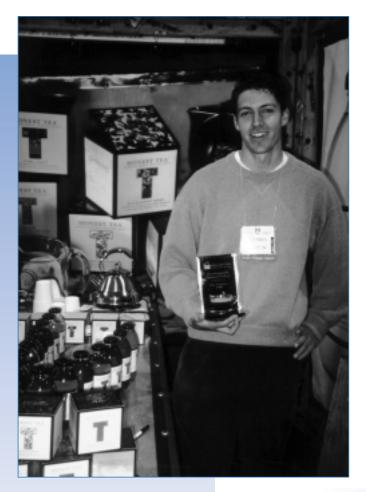
Day 9: Sun, March 18 Departures

Price: \$1499

Per person double occupancy. Includes 9 nights hotel, all ground transportation and tours, a "Juegos de Café" team t-shirt, guides, and some meals. Sign ups for players begins with this notice, call now, we can't go without you!

SCAA Exhibitor CHECKLIST 13th Annual SCAA Conference & Exhibition CHECKLIST

April 20-23, 2001 • Miami Beach Florida



GES Exposition Services will mail Exhibitor Manual in January. Call Tina Landavazo, SCAA at (562) 624-4189 if you do not receive your Exhibitor Manual.

Once you receive your Exhibitor manual please check the following:

- □ Do you need electricity in your booth?
- □ Do you need plumbing in your booth?
- ☐ Do you need chairs or tables in your booth?
- ☐ Do you need a waste paper basket in your booth?
- □ Will you need a contractor to build your booth?
- ☐ Who will you use as your freight company?

All of the above services, and many more, are provided by GES Exposition Services. Order forms are included in the manual, and must be faxed or mailed to GES Exposition Services. At the top of each form a deadline will be listed.

Please check carefully, so you do not miss these important dates.

The contact information for GES Exposition Services will be printed on the cover of your Exhibitor Manual.

Other important questions you should consider about your booth:

- ☐ Is your booth too large?
- ☐ Is your booth too tall?
- ☐ Will you have audio, or live entertainment that may be too noisy and interfere with your neighbors?
- ☐ Will you have food, or other products that will be too smelly and interfere with your neighbors?

Please call Michelle Lewis, JBS & Associates at (949) 497-3673 ext. 100 for any of the above questions.





Registration

An exhibitor registration form will be included in your Exhibitor Manual. A registration form must be filled out for each person from your company that will attend the exhibition. You may photocopy the registration form. Each exhibitor will receive four (4) complementary passes for each 10 x 10 booth. Tabletops will receive two (2) complementary passes. Additional passes will be \$20.00 per person.

Complimentary exhibitor registration forms must be received in the SCAA office no later than March 15, 2001.

Registration forms received for complimentary passes after the deadline of March 15 will also be \$20. You may call Tina Landavazo, SCAA at the number above if you have additional questions regarding exhibitor registration. ■



STRONG Coffee on Coffee on Coffee Office



Coffee is grown is some of the most politically and culturally complex places in the world. For this very reason, the "richness" of a cup of a particular coffee can be more than a matter of flavor. In some cases, the human qualities innate in a particular coffee give it profoundness beyond the taste experience. This added complexity is what makes the world of coffee so exotic and intriguing. The inspiring story of the new owners of the Nuevo Eden coffee plantation in San Marcos province in Guatemala, all former refugees, is one such case.

The people of Guatemala are still reeling from 36 years of U.S. sponsored, brutal counter-insurgency war that largely targeted the majority Maya population. The army's violence, which destroyed over 500 Indian towns, sent an estimated 250,000 people into exile. While 40,000 enjoyed the protection of United Nations sponsored refugee camps in Mexico, thousands of individuals chose to blend into the local population in the state of Chiapas, fearing that death squads would seek them out even in the camps. These "dispersed refugees" were former teachers, church workers, literacy teachers, leaders of women's groups or participants in other such activities that the repressive forces deemed "subversive". Therefore, among these refugees were people with the quality of leadership and the will to create better conditions in the communities. They lived for 16 long years in this precarious illegal status in Mexico, but never lost the ambition to return to their beloved homeland to "create a better society".

In 1992, the Association of Dispersed Refugees from Guatemala (ARDIGUA) formed to provide protection for these refugees and to begin the process of negotiating with their government for the conditions of their return. Their demands were simple; to be permitted to return in organized groups in a dignified manner rather than, as was the government's preference, of individual families coming back to receive a few hundred dollars for resettlement and to blend in with the rest of the poor and landless. They refused to have their papers marked with the designation "repatriated" like those who have only left to pick coffee for a few months. They wanted the truth of their persecution and of their survival as refugees to be recognized with the simple term "retornado", people who have now returned home.

ARDIGUA's plan was to obtain loans from the government to buy coffee plantations so that the people whose former homes, fields, and businesses had been lost would have a way to earn a living. What is extraordinary is that the plan from the beginning was to farm the plantations in a collective manner, something innovative for former corn farmers used to working alone in their fields. ARDIGUA organized refugees in Mexico with the message of creating **Empresas** Productivas Populares, or Collective Productive Enterprises, upon the return.

They had no idea that it would take nearly 8 years, the occupations of two Guatemalan consular offices in Mexico and finally a hunger strike in front of the national palace before the government

would grant them the loans they needed. During those years they faced many devastating disappointments. More than once as people were packing for the triumphant return to Guatemala negotiations for purchase of several farms fell through. On the eve of finalizing one sale, the owner caved in to death threats from other plantation owners opposed to indigenous peasants becoming landowners on their scale. It is remarkable that they never gave up and today; two sizable coffee plantations are being farmed collectively by former refugees.

The 15 families who are the new owners of Nuevo Eden plantation are now picking their third harvest. But having struggled so long to get to this point, they now find themselves a bit overwhelmed with the prospect of managing the vast overgrown plantation. "We are corn farmers, we know we need technical help to face the challenges of producing coffee," one leader explained. But as another man put it, "The advantage of working together is that instead of when you are working alone and thinking that you are doing things right, here a companero will see a better way you present bought of It makes will see a better way you never thought of. It makes us stronger.'

When they arrived a Nuevo Eden they discovered that the former manager had stolen everything that was not "too heavy to move". Nevertheless they managed through the first harvest. However, as they are now picking coffee for the 2000 harvest, they face the uncertainty that plagues all coffee growers in the region who have no other way to sell their coffee than to the local middlemen. They can never know if the fluctuating and unpredictable price of coffee will the fluctuating and unpredictable price of coffee will cover the expense of production. Even so, they continue to pay better wages that their neighbors to the poor coffee pickers from the high country since, "we do not intend to exploit poor people since we know evently what they are going through " know exactly what they are going through."

With the help of the Sexto Center for Community Action, a NGO that provides consulting to peasant coffee growers (www.sextosol.org), they are just starting the process of preparing to export to buyers in the Specialty Market. This will involve much work but they see it as the only way that their hard won struggle will bring them the economic security they seek. This will include working for organic certification, Fair Trade seals, and shade tree certification; all of the flags that will help turn the heads of potential buyers in their direction. Carlos Canoas hopes he can revive his early efforts to raise parasitoids wasps as biological control for the broca pest now that the others, who had though that fumigating would get faster results, finally see that sustainable, organic methods will bring them a better price eventually. This harvest they are working to establish the practices that will ensure a high level of quality such as picking only the ripe berries, even though this extremely labor-intensive practice will not bring them a better price in the short run.

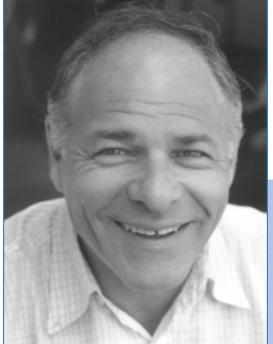
They are determined to continue working collectively despite the fact that a third refugees plantations opted for "parcilizacion", dividing up the land into individual parcels. The benefits of unity are obvious. They have managed to wire all the dispersed houses so that for a few hours each night, the bulbs handing over their kitchen tables illuminate their homes, a comfort on nights when the heavy rains poor down loudly on the leaky tin roofs. And so they go on, form the years of despair and isolation in Mexico, to the triumph of picking coffee from their own trees-at home at last with dignity.

Tamara Brennan, Ph.D. is the director of the Sexto Sol Center for Community Action, U. S. based tax-exempt organization. For more information, contact The Sexto Sol Center at tamonearth@hotmail.com or 618 N. 9th Avenue, pt. B, St., Tucson, AZ 85/05 or visit us in motozinua, Chiapas, Mexico.

■



President's REPORT FALL 2000



Let's start with the things that did happen and move on from there to what I am trying to make happen. Four specifics come to mind. I went to Monte Carlo, I got an election by-laws review in motion, I got rejected for a second time by Jesse Helms, and I had dinner with the Board at a lovely Italian restaurant in San Jose, Costa Rica.

The World Speciality Coffee Conference was held in Monte Carlo. My vision of Monte Carlo helped propel me to the south of France as I looked forward to seeing all the "super-rich" strolling the beaches naked, bathing suits in hand, on their way to their docked 150 foot yachts. It was nothing like that. It rained for five days, the sun never once peeking out through the clouds, there are no great beaches, and being the "off season" the city was like a ghost town. The weather and the vacuity of the town made it all the more easy to stay indoors and enjoy the conference, which I did. Because my role was mostly ceremonial, I could and did wander about enjoying my brief fling with fame.

The conference had about 1000 attendees yet it was intimate, unhurried, and highly professional, especially the barista competition. Don Holly was one of the international judges, I made the unofficial video (and got to taste the competitors signature drinks after Don had taken his "judges sip"). After seeing fifteen of the world's best baristas at work, I came home and noticed that when I got behind the espresso machine, my drinks looked and tasted better and I had only watched!

On the election reform matter, although the Board rejected my plan for a change in election procedures; we discussed election reform for a full hour at the September Board meeting. This discussion is recorded on pages 13-16 of the Board minutes (available upon request only).

"Paul Katzeff requested a motion on the issue. David Griswold moved that the nominating committee be directed to:

- 1. Articulate the qualification for selection to SCAA's Board of Directors to the membership.
- 2. Make no change in election process for 2001/2002 slate of Officers and Directors.
- 3. Designate a Task Force to review the election procedures.

Danny O'Neill seconded the motion, a discussion followed (page 16) and the question was called. The motion carried with eight voting in favor and John Rapinchuk voting opposed."

While on the subject of elections, this year's nominating committee is: Katzeff, McDermott, Rice, Odem, and Chair Rodger Owen. There are three incumbents up for reelection and two open Board seats. As of this writing, only one of our own 2600 members has put their name up for a position. That tells me that either the membership thinks the current board is doing a great job, or that we are faced with massive apathy. Could be both!

The Jesse Helms rejection is worth noting because it tells us that as an association, we are big players on the international stage. As the president of the SCAA, I was to sign our Memorandum of Understanding (MOU) with USAID, but because of the importance of this document, the Senate Foreign Relations Committee did a background check on me and determined that because of my previous and current positions on the economic embargoes on Nicaragua and Cuba (to end them), Senator Helms as chairman of the Senate Foreign Relations Committee, (the USAID oversight committee) "suggested" that no MOU should be signed by USAID if my signature was on the document. No problem, our side was signed by Ted Lingle and Doug Carpenter.

Now to work in progress.

The strength of our organization lies, not just in the righteousness of our product, but in the quality of our paid staff, and in their ability to successfully organize our volunteers. How much we have gotten accomplished since 1983! Great coordination combined with an interesting and open committee structure that enabled us to include about 200 active volunteers (about 8% of our membership) in SCAA work. I am proud to count the retailer committee, conceived by Jamie Utendorff, and now populated by 20 new and excited volunteers, as an event that happened on my watch. It opened my eyes to a powerful reality; interesting committees are the best mechanism for our continued growth. At issue is participation. If we grow to 5,000 members, our current committee structure will have room for only 4% of our membership to volunteer and participate in our association. It would not be a good thing. Only a select few members would be able to be involved. The association would be less participatory and could insulate the leadership from the membership, not a promising prospect since my premise is 'that the strength of the SCAA now, and in the future, is in its members' volunteer participation."

So, with that in mind, and with events unfolding as they are, with our industry truly taking its role to the world stage, I am proposing to our board of directors two new and essential committees, which I believe will keep us vigorous and relevant in the 21st Century (at least for the next decade).

New Committee # 1 International Development

We are entering an era of engagement. We have seen the wrongs and shortcomings of the coffee industry, and we have committed our organization to right those wrongs. Through our involvement with USAID, the World Bank, and others, we will be working in coffee growing communities to strengthen community life through coffee's quality improvement programs. Easily said, but will involve levels of participation and skill sets that successful business life is not a prerequisite for. We will need to bring the best current thinking in areas of family health, women's issues, community water and energy development, and political theory among others to effectively help communities benefit from our technical assistance. We owe our brothers and sisters on the other side of the bench, the best we can offer. To that end we must engage economic development departments at universities, specialists in community development, and have at our disposal the full range of talents that make up the field of international development.

Who will find that talent and those educational institutions to help us? Who will review our proposals to USAID and World Bank to determine what talents must be budgeted into the process to enable our help to take hold? I will ask the board of directors to create a new committee to work on these concepts before we get too deep into the future.

The second new committee I'll cal the "Social and Cultural Committee." The natural evolution of our being part of a smaller, more intense planet, will be our personal involvement with our producing countries. Already we are sending training trips to coffee producing countries, such as the Guatemala trip scheduled for January. But the baseball barnstorming tour, to play farmers in Nicaragua, sets a standard for a new and complementary way to broaden our cultural and intellectual lives. Among our members, we have potters, archeology enthusiasts, soccer players, people interested in health issues, and they are all coffee people as well. Cross culture with coffee as the bridge. You get the picture I'm sure. In February, the board will meet for three days for its long range planning sessions. We will certainly includes these ides in our conversations.

Until next time, happy holidays and good health to all.

Value of MEMBERSHIP The Let on. I feel compelled to remind our by Renae Jensen

Every year during our membership renewal period, members ask me to explain membership benefits. Before I go on, I feel compelled to remind our members that if you haven't yet renewed your membership, now is the time!

I view SCAA membership benefits as falling into two categories, ROI benefits and Big Picture benefits. ROI benefits are more tangible, providing you with a measurable return on your membership dues investment. These benefits either save you money, or provide you with resources reserved exclusively for SCAA members. Some of these benefits include:

SCAA Membership Directory: Our Membership Directory is the most valuable benefit of membership. You'll also find a link to your website from the SCAA site www.scaa.org, another members-only benefit. As a vendor or supplier, your listing in our directory may pay for itself in just one sale. If you are a retailer, roaster or just starting out, the SCAA directory will save you hours of searching the Internet for vendors. And you'll have the confidence of knowing that the vendors listed have expressed their commitment to your industry through their SCAA membership.

Specialty Coffee Resource Center Discounts: The SCRC carries a vast assortment of educational materials for coffee professionals, from green coffee classification to roaster tools. Members receive significant discounts on training materials, books, technical tools, and posters.

SCAA Conference: New products, advanced training and networking opportunities abound at the world's largest coffee event. For those who participate in the Annual SCAA Conference, your membership dues may be recovered through your savings on Conference registration and exhibitor fees.

Discount Programs: SCAA's Workers' Compensation Insurance program through the Hobbs Group has been helping members save on their coverage. Most members recover at least their membership dues! Members also save up to 40% on freight through Yellow Freight.

While it is important that our members realize a return on investment, SCAA is more than a discount service. As a trade association, the role of the SCAA is to be a "forum for the development and promotion of coffee excellence and sustainability." The Big Picture benefits are sometimes forgotten about because they are harder to measure. While they don't provide an immediate financial return on your membership dues investment, the long-term impact of these benefits may be profound, for example:

Marketing Partners: The Marketing Partners program builds a stronger relationship between coffee producers and consuming countries. In the last year, the SCAA signed Letters of Understanding (LOUs) with six coffee-producing countries. The LOUs ask producers to meet the market demands of the specialty segment by bringing higher quality coffees to the marketplace. This means that roasters and retailers will have a supply of great coffees in the years to come!

Industry Promotion: Every day, the SCAA provides information to the trade and consumer press about issues related to specialty coffee. Accurate and timely information in the news media is critical to educating consumers about what is so special about specialty coffee. To help retailers promote their business and increase awareness in their local communities, SCAA created National Specialty Coffee Week (February 12-19, 2001), providing marketing support to retailers.

Research & Information: SCAA staff and members encompass the most renown coffee experts in the world. Every day, we assist members with their coffee questions, clarifying issues, helping new and growing business owners with their business plans, and providing information that will help them succeed in specialty coffee. The more success stories we help write, the stronger the industry. Your membership dues help make this information available.

Quality Standards: The setting of standards is arguably the most important function of the SCAA. Through scientific research, the SCAA continues to develop quality standards to ensure the integrity of the specialty coffee industry. From green coffee classification to criteria for brewed coffee excellence, SCAA's standards help communicate the value of specialty coffees to our ultimate customer, the consumer.

SCAA Conference: Without the Specialty Coffee Association of America, there is no SCAA Conference-no advanced educational programs, no hands on training, and, most importantly, there is no venue for the exchange of ideas and information.

Your membership and participation is critical to the success of the SCAA and the health of the specialty coffee industry. I invite you to check out the SCAA Bylaws on page 455 of your new Membership Directory. They describe the purpose and mission of your trade association. If you haven't yet renewed your membership, ask yourself if SCAA's "Big Picture" benefits are important to you. Therein lies the true value of membership.

Renae Jensen is the SCAA Membership Development Coordinator and can be reached at (562) 624-4100 or rijensen@scaa.org.



Reminder!

If you have not renewed your membership, your membership benefits will cease december 31, 2000.

Pure ENTHUSIASM

National Specialty Coffee Week is coming February 12-19, 2001

By Jennifer Leslie and Larry Genuchi



Often times retailers hit a stumbling block when it comes to marketing ideas for promoting their independent coffeehouses, feeling limited to local mailings and expensive advertisements. Unfortunately, people tend to take what seems to be the easier path in search of innovative marketing ideas, attempting to be more competitive and aggressive only to end up feeling defeated, deflated and defunct.

Sometimes we need a story to remind us of why we started something; sometimes we need to remember how we felt in the beginning. Sometimes we just need some good coffee with good company...

Liz (Noeggerath) Oliva surveys the reality of her dream for only a split second and then begins her day by greeting the customers at the first and arguably, the most successful establishment of its kind in Brownsville, Texas. As she winds her way from table to table to take her place at the shiny espresso machine, you can hear her laugh and talk with customers whose loyalty has been the foundation of her success after just three years of operation.

Before they opened the café, Liz and her then business partner, Angelo Oliva, a customs broker, used to drive some 20 miles to a coffeehouse on South Padre Island, a tourist Island on the Gulf of Mexico, where they could buy "good coffee". During several of these drives Liz and Angelo discussed opening a coffeehouse in Brownsville where they would serve fine specialty coffees and provide a social, family-style gathering place for the community. One Sunday, on the long drive to the Island, they finally put together the plan that would soon launch their establishment.

Liz and Angelo, now married, opened the Puro Cafe in a community, that some people thought would not support such a business. Brownsville rests on the northern bank of the Rio Grande River, deep in South Texas, a stone's throw from the border of Mexico. Brownsville's unemployment rate consistently ranks among the highest of any city in the state. Nevertheless, the blending of two rich cultures provides this city of just over 100,000 people with a truly international ambience, despite its level of poverty. As a native of Mexico who grew up in this community, Liz has embraced the advantage of knowing the community and its culture.

Liz began her research in small business and coffee house operation, which led her to the Specialty Coffee Association of America. She immediately became a member and traveled to

San Francisco to attend SCAA's trainings held at Crossroads Espresso. She attended an Espresso Lab, a Brewing Lab and a Golden Cup Certification Training. She also learned about marketing and site evaluation.

After 3 months of constant planning, Liz and Angelo found a location and opened their doors for business before the interior design was complete. The name for the café came naturally to them, Angelo being a cigar

aficionado and both being true coffee lovers. Puro in Spanish means cigar or pure and café means coffee, and together it flowed "Puro Café" or "Pure Coffee". Even while they waited for certain equipment and special pieces of custom furniture to arrive, people continued to stop in to visit the café. Liz believes that her most valuable asset is a knack for marketing. During the first few weeks of operation, Liz gave coffee and other menu items away at no cost. She had different reasons for this: first, the interior of the café was not yet finished; second, she did a lot of experimenting with recipes and menu items and third, she knew it would bring them back and it did. She did not view it as a lost cost, but rather, a part of her initial investment for opening. Liz says that all of the people who came in during those first few weeks have come back and most of them are regular customers of the café today. Ever mindful of her customers' tastes, Liz constantly continues to use their feedback to create new menu items, giving them more and more reasons to come back.

In December of 1999, Liz received the posters and table tents for National Specialty Coffee Week (NSCW) from the SCAA and instinctively knew the potential of this marketing opportunity. NSCW came along at a busy time for Puro Café, so Liz concentrated her efforts into a one-day event. She took advantage of the free Events section in the papers and gave a brief explanation of a Cupping and gave the date and times of day the event would take place. "Tasting Coffees of the World" attracted many of the Café's regular customers and their friends.

The SCAA posters for the event hung in the windows of the Café and attracted local press, as well as the attention of Puro Café's competition (two coffeehouses have opened in Brownsville since Puro Café opened in 1997). Apparently, Puro Café knew something about specialty coffee that the other coffeehouses did not and Brownsville's local paper was impressed enough to point that out in a feature article based on NSCW.

Because she had only taken one workshop on Cupping, Liz was a little nervous about facilitating the event. She called the SCAA for support and studied up as much as possible, but when it came down to it, Liz admits that she learned just as much as the participants did that day.

Altogether, there were three tastings, one in the morning, one midday and the last and best attended in the evening. She first displayed the SCAA's Green Coffee Classification Poster to show the difference in specialty grade, and then played the video "Labor of Love". Using Ted Lingle's Basics of Cupping, the group discussed things like aroma, taste and body. Finally, with the SCAA's Flavor Wheel Poster displayed, they moved on to tasting and comparing origins. Each person in attendance received a Puro Café Cupping Club Member Card that entitles them to a 10% discount on all whole bean purchases and they all later received Coffee Education Certificates. While she was a little shaky during the first tasting, Liz said that there was plenty to talk about. By the third round, she was quite comfortable speaking to her guests. The Club Members have been anxiously awaiting the next Cupping event at the Café; however, success has had its downside.

They have very little free time since they recently opened their second location, Puro Café Cyberspace, which is located in the bookstore on the campus of Brownsville University of Texas, and two off site coffee carts!

These days find Liz and Angelo dividing their time between Puro Café and Puro Café-Cyberspace, with their 20-month-old daughter, Angelie at their side. Even though they haven't been able to hold the tastings throughout the year, Liz and Angelo agree that this is a wonderful promotional event for the business and Puro Café will be celebrating National Specialty Coffee Week again in February of 2001 with what will hopefully become a traditional tasting and coffee education event.

Puro Café challenges all SCAA retailer and roaster/retailer members to join them in participating in National Specialty Coffee Week by hosting a Coffee Tasting with your friends, family, special customers and vendors. Invite people into your passion. Serve them the highest quality coffees and treat them like guests in your home. Your love and enthusiasm for what you do will bring them back.

Jennifer Leslie is SCAA's Advertising and Promotions Coordinator. For more information on National Specialty Coffee Week, please call (562) 624-4100 or email: jleslie@scaa.org. Larry Genuchi is a scriptwriter for KBSD TV in Brownsville, TX and a regular customer of the Puro Café.

