



An initiative from **syngenta**

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EXPERIENCE OUR COFFEES

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NUCOFFEE WORLD TRACEABILITY

The future of the entire chain

In an increasingly globalized society, traceability guarantees dietary safety and compliance with the international rules that are necessary for trade between countries. Furthermore, it meets the demands of the consumer for knowledge that goes beyond the name on the packaging. Today it is the consumer who dictates market trends.

Data that previously had no life, that only targeted production processes, has evolved into individualized stories of people and places. In this way, transparency and intimacy in commercial relations is attained. The same data, which is no more than precise and descriptive information, allow total control over business management which results in higher quality of the final product.

NUCOFFEE takes the importance of productive traceability very seriously and more than this, it makes feasible the connection between the ends of the chain. To this end, softwares like Webmap, NUCOFFEE's traceability tool, provides coffee roasters all over the world with a full traceability of the productive units of their partners, with geo references and mapping of the plantation, information from the field and furthermore, the history and profile of the producer. The counterpart for the producer and what completes the transparency process and connection between the ends of the chain, is the proof of destination, which reports where their coffee is sold and by which coffee roaster.

Both the roasters and the producers win. "When the roaster sees the care of the producer, the environmental and social sustainability being applied, and even more that he has a community farm, a public library, or a medical center for the employees, the roaster starts looking at the product differently", explains Daniel Friedlander, NUCOFFEE marketing manager.

Access to information gives credibility to the producers who gain the trust of the buyer: "He will have his eyes on the next harvest from the producer who has a coffee that he knows already", adds Friedlander. The message that the producers receive is that it is worthwhile investing in good practices and quality because the buyer will pay more for this. "Whatever triggers a good response, stops being an isolated initiative and becomes a pattern to be followed. In fact, that is a sustainable way of stimulating good practices", he says. Traceability is at last making producers more competitive in the market.

Rogério Vargas, coffee marketing manager of Syngenta, guarantees that that is the future of the quality market. "We are not asking the producer to make an investment that we do not know whether it will bring him a return. We are certain of that return. The customer is willing to pay well for what he values and wants".

PRECISION IN THE PROCESS

In order to fulfill the demands of Webmap, the producer has to get organized and put down on paper exactly what he did. He gets to evaluate his own management. But Brazilian producers have a conservative profile, as Vargas explains. "If he is still not



Professor Flávio Borém, UFLA, speaker of the quality workshop Field Day.

PHOTO COURTESY

part of the world of quality, he thinks it will take a lot of work to comply with the given guidelines, because it is something extra to be done every day. Then he asks himself whether it is worth it. It is only with the return of the appreciation of coffee that he understands it is worth it and he feels stimulated”.

Producer Aloísio Antonio Cardoso da Silva, from Agua Santa Plantation, in Candelas, in the south of Minas, has grown coffee for 20 years and has been a partner in NUCOFFEE for the last two. He joined the program because he was looking for quality and recognize the benefits that result from the policy of traceability: “I began to think more of the program the better I got to know it. I realized that the roaster could be more interested in my coffee knowing what the people do every day on the plantation. And we ourselves became more knowledgeable about all the processes. Today, when we need to, we examine the reports looking for data and information”.

For him, the direct result of good management apart from the desired quality, is greater profit. “With this organization, I lose less and with better coffee, I have a greater yield.”

THE FUTURE OF QUALITY AND THE RESULT

Tom Araújo, an agronomy engineer, is a NUCOFFEE coordinator and also a producer in the Campos Gerais region in the south of Minas. His property gained in quality with the program guidelines, but he draws the attention to the importance of good management. “Most Brazilian producers do not know exactly how much it costs to produce their coffee. Consequently, the data compiled for traceability allows them to better estimate cost and thus manage the plantation better”, said Araújo.

He also recognizes the difficulty for producers to begin the process of collecting the data on traceability, but asserts that the results come in the middle or long term, when the producer balances his costs and raises his sights to a differentiated market. Silva had to insist in order to make his employees understand the benefits of traceability and implement it in the everyday tasks on his property. “But with the positive return, they have shown more understanding”, said the producer.

Vargas sees the evolution of the national coffee market in this process: “The producer knows who he is selling to and the roaster that bought it from him. That is the world of differentiation, where the products have an added value. It is another market and NUCOFFEE wants to be an agent of change in this ‘unsettling’ of the Brazilian coffee grower”.

COFFEE AND CULTURE

HOW TO CHOOSE YOUR COFFEE

Pay attention to the information on the place of origin, variety and characteristics

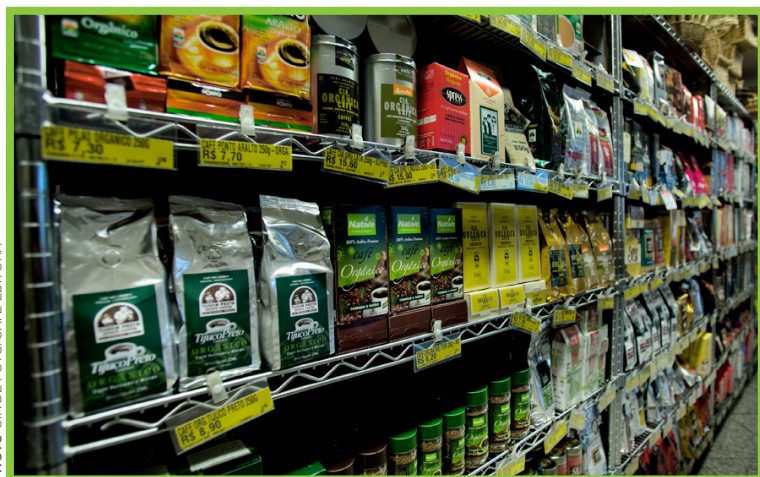


PHOTO CIA DE FOTO/CAFÉ EDITORA

The first step is to start from the premise that no coffee is like any other. There are different regions that produce different coffees in Brazil and in the world. Every variety, plantation and process has a natural character and undergoes human intervention that bestows an unparalleled flavor, aroma, body and acidity on the drink. But every person has a preference, a sense of taste and a way of appreciating it.

To know which one you like most, it is necessary to try various qualities of coffee from different areas first to improve the palate. In the retail trade, there are different kinds of bean. The packaging gives the variety (Arabian or Robusta), the region where it was grown, the name

of the plantation, whether it is a blend or single origin and the characteristics – for example: sweet aroma, full bodied, fruity flavor, delicate acidity and prolonged aftertaste. The listing of the nuances of the drink is still not complete for the consumer, but it is already possible to search for brands which take care to make things clear for the customer.

A 100% Arabic coffee is the finest in this quality scale. It produces a complex drink, but light, aromatic, sweet and slightly acidic. It is grown at high altitudes because it is more sensitive to heat, and it has less body and less bitterness if it is compared with the Robusta species.

Another important hint is to check whether the coffee comes roasted and ground, as beans or in a bag. The packaging of ground coffee must show the level of grinding or the method of preparation for which it is more suitable, whether for espresso (from middle to thick), French press or Italian (thick), or percolated (fine). Unsuitability can mean the taster does not sense all the qualities of a gourmet coffee.

Regardless of the choice, always go for small packages from 250 to 500 grams. Small packages avoid the rusting of the coffee once it has been opened, which risks its quality.

The date of manufacture is another important indicator. Contrary to what it may seem, it does not indicate the date of packaging (or manufacture) of the coffee, but the date when the beans were roasted. The fresher the bean, the better the drink.

With regard to the type of packaging, give preference to vacuum or inert atmosphere which comes with a degasifying valve. These give the coffee a medium to long shelf life, since they avoid contact with light and air and the loss of aromas.

Once you have made your choice of the quality coffee, it only needs to be made carefully. First, smell the aroma and afterwards taste the acidity, the flavor, the body and last, whether the aftertaste was nice. It is possible to do this exercise with every coffee tasted in order to see the differences and to arrive at one or several products that please your palate.

COFFEE IN THE WORLD

COFFEE AND SUSTAINABILITY

The concept has evolved and achieved a new level of economic, social and environmental responsibility

The Bruntland Commission, which met in Norway in 1987, defined, very subjectively, that sustainability is: that which satisfies the necessities of the present without endangering the capacity of the next generations in satisfying theirs.

Since then, between 1987 and the 2000s, a process of measuring impacts for testing the different criteria that would create the points of control or demands for the present day certification stamps was begun. The intention was to be more objective in dealing with agriculture, considering that this is no more than the art of producing food without causing irreversible harm to the environment.

At the beginning, the awareness of the consumer was triggered more strongly by means of respect toward the social and environmental pillars based on marketing for an active public (Business to Consumer – B2C).



ILLUSTRATION WEBERSON SANTIAGO/CAFÉ EDITORA

But the guarantee that all economic viability was added to the aforementioned criteria, thus creating the famous economic, social and environmental tripod – the basis for any modern initiative for a sustainable process – only started in the 2000s. At that time, the supermarket owners, (through the creation of the management system of good practices in agriculture and hygiene – GAP) collaborated and very much so, with the management tools for the modern codes.

At the same time, the industry decided to include elements from the International Labor Organization (ILO) and the SA 8000 auditing system in the social area, together with traceability systems, besides the necessity of inspections by third parties, trained and without conflicts of interest. This is the case of NUCOFFEE, which, linked to this trend, invests in technology and quality management in all the production stages of coffee, stimulating good agricultural practices.

In order to make this upgrade in national coffee culture feasible, the platform developed refinement programs, such as the NUCOFFEE Protocol, which brings guidance to the partner producers as regards the internationally required standards of environmental and social sustainability in order to make the sale of coffee to roasters in other countries feasible. Producers value the format of the program and recognize the enhancement they gain in the international market by applying good practices.

The coffee producer, having been the target of a blitz of new information related to the certification of his property and struggling to understand the principles of awarding prizes and the usage of stamps, starts to realize that showing where and how his product was produced, is more important in a long commercial relationship than the question of the premiums paid for leveraging the systems the start. And today, to meet the increasing demand for responsible coffee, all the agents in the chain partake in the systems.

RECOGNITION

INTERVIEW WITH MICHAEL PHILLIPS

The world champion barista does not consider himself to be the best in the world, only an ambassador for coffee

Graduated in Fine Arts and Cinema, Mike has worked with coffee for only four years, in roasting and at the Intelligentsia Coffee and Tea cafeteria, located in Chicago. Get to know other details about the champion of the World Barista Championship (WBC) in the interview that follows:

Which coffee did you choose for the competition? I used three coffees from Costa Rica. They were each processed in a different way. I used a washed coffee with a clean and brilliant flavor for the espresso, with a marked acidity from hints of cherry. In the cappuccino, a pulplless, sweet and full-bodied coffee. And the last one was a natural coffee, with flavor of wild fruit and spicy.

They say that you prefer to be called a coffee ambassador, rather than the world barista champion... The title of champion implies that I am the best in the world and I do not think that is the truth. What I think the title really means is that I was chosen this year to represent specialty coffees and to help explain to the world why our work is special and why our efforts are worthwhile. It is a difficult task, but I am happy to accept it.

What message would you give baristas today? I would like to tell them that to invest in learning will never be too much and that the process never ends. Many people think that in learning to make a good latte, they are sufficiently prepared, when really this is only the beginning. A true barista learns throughout his life and to make good designs in milk is his least important skill.

And the other coffee professionals? They need to respect the work in the coffee shops. All the good raw material, good processing and good roasting in the world may be ruined by a badly made drink. If they respected and trained the baristas, it would be a win-win solution.

What was your experience like in Brazil in 2009? Fantastic. I went to many plantations and coffee shops, besides several good restaurants in São Paulo. I liked learning about the coffee scene in Brazil very much.



PHOTO FERNANDO SCIARRA/CAFÉ EDITORA

OURS NUCOFFES

EXPERIENCE NUCOFFEE MICROLOTS

Discover unique coffees available now, exclusively from NUCOFFEE's Microlot program. These one of a kind specialty coffees preserve the growing heritage of some of the Brazil's most prized coffee regions. Buy into an amazing new coffee with some of the best from Brazil.