

# EVALUATION NORDIC ROASTER FORUM 2012



**Keep it small.** You actually have a chance to meet people at NRF. Max 60 in total.

Very good and interesting content. Venue was (too) far away from the city. Organize a bus on the way back.

## **CUPPING STANDARS**

Cupping tables good. Maybe have a water tower at each table, to avoid low temperatures of brewing. Mix up cupping tables between the 2 days.

Cuppings fall apart at the end and slide out and become a coffee break. We should force table leaders to make a sum-up of the opinions of the tables.

The evaluation of the coffees should be while people are still at the tables. The person responsible for the cupping has to walk around the tables and initiate discussion. Otherwise people have left the table and therefore are "out of" the environment.

How about having the cupping before the lecture? This could open up to more discussion.

Roast Philosophy was a good practice. We could improve it even more by using one roaster that owns a profile to explain how he worked with the coffee. Or maybe have one roaster who roasts 4 different curves, make different roasts/profiles and explains.

Every cupping should finish with an evaluation sheet – either for the whole table, or per person.

Before we start we need to calibrate the scores 1-10.

COE has a good format for their cuppings. Let's use them. You get calibrated along the way.

Collect the cupping sheets. If Felipe or Graciano wants notes afterwards he could have the sheets.

We should have better roasts of the samples. That makes it easier for people to have notes afterwards.

## **LECTURES/ LECTURERS**

Too stressed after the lecturers, we should allow more questions/comments.

Curate more with the lecturers – in order to ensure high level of their talks. Ask lecturers to write 10 lines about their job/field and what their lecture will be about – if they will not submit this before a certain date – tell them we will would not pay for your flights.

Inform them that you will be presenting them, so they will not waste 5 slides and valuable time on presenting themselves again. Coaching the day before/morning of lecturer to ensure quality and that they do not talk about tingle-tangle.

PANEL discussion format is good. Maybe make a follow up of the theme the day after because there is a lot of talk after the panel.

Get more roasting and day to day work into the program.

## **ETHIOPIA PROJECT**

There was a presentation of 3 options from Technoserve. The project fitting best to the NRF umbrella would be to provide a loan guarantee for the Mankira cooperative in the Kaffa region in Ethiopia. As of now

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they are selling their beans as natural processed at market price, and have no control/traceability of their coffees. They want to buy and install a wet mill within their cooperative. They need a bank loan guarantee for this. The region has great potential to turn out great origin coffees according to Technoserve.

A washing station could increase income up to 40% for the 250+ farmers in that cooperative.

## How can we raise money for the foundation?

Roasters pay x € in membership.

Make Mankira coffees into an auction coffee that NRF will sell.

How can we change things in a business based way to make sure the farmers get more money for the product they have. Learn farmers how to roast.

Make it a joint venture. Utilize your assets, which is you. Use the knowledge with your members. Maybe ask a farmer to do experiments with coffees and then use it at NRF and spread it all over the world via internet.

Maybe have roasters sell one coffee for +5 kroner.

One a specific day to have 4 hours where all coffee served in membership stores goes to raising money for the event.

Felipe Croces, Seife Tuuloskorpi and Graciano Cruz each donated 5 bags into the startup of the foundation work. This will most certainly cover a large part of the budget when the coffees are roasted and sold at a premium for the Foundation.

A great jump start for the foundation. Thank you Felipe, Seife and Graciano!!!

A working group was set to establish the NRF foundation: Morten Wenersgaard, Peter Schögl and Jens Henrik Thomsen will find out how to get the money for the projects, what to do with the coffees etc.

## **2013 VENUE**

Iceland

Ideas: cupping lecture how to cup coffee.

More comparison of coffee: Ask 3 different roasters to make 5 different profiles, so we have more coffees to cup and compare.

Panel with agronomists.

Maybe also from wine/food production with different styles/approaches

Discuss organic/biodynamic practices in coffee.

Get a marketing guy to shake things up.

Science around what is happening to beans during roast. We all talk about roasting and curves but there is no science behind it.

## **WHAT CAN WE DO BETTER FOR 2013?**

Keep it small. Keep it simple.

Brief speakers about what we are doing before lecture.

More roasting, how to get the coffee to taste well. More craft. More practical knowledge.

NRF should be about: Origin, roasting, cupping

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Higher level of lectures. More educational focus than discussion of ideas.