



Nordic Roaster Forum 2013 Evaluation

More about coffee roasting, more discussion about coffee roasting. We take it for given that everybody knows what we are talking about. There are new roasters here, who don't know the basics of roasting/profiling. They start (at NRF) at the top level without knowing the basics. I'd like to talk about knowledge, what does the density mean in the cup, and origin, altitude, processing etc. Let's make tests. That would help most of the roasters. Have an ongoing series with "Roasting basics", one year sample roasting, next year sorting green etc.

Let's have continuation: This year talk about profiling, next year profiling and density... like a chain. Connect the roasting with the potential of the coffee.

Keep it high level + practical, the best part is the science, so we can encounter stuff that we do not know. Challenge people on their knowledge. Last year João Hamilton (Sítio Canaa) talked about agronomy, this year Aarons wild species.

The Samiac experiment: Go more into details, what happens between caramelisation and 1st crack for instance. The experiment could have worked even better if we went more into detail. Maybe smaller group discussion around each table w table captains, and then a big discussion.

Keep the high level stuff: what is most current, what is happening in the industry right now. Make Nordic Roaster Forum basic knowledge, so that new comers can dig-in and get them to that level.

We need to have some element of sustainability in the program: It is hard to know how to make your business more sustainable. Better to do it now than when the government starts to demand it from us. We need speakers who can give us practical info like Addy. Maybe develop a guideline with sustainable guidelines.

Lets divide it into 50% hands on (practical info, experiments), 25% cutting edge science, 25% out of the box (Sustainability, marketing)

More discussion like the Direct trade (2012). Let's have experienced cuppers as group leaders discussing the cupping between them – having microphones for the attendees to.

NRF 2014

Next year will be held in Copenhagen. Same time of year. Based on the evaluation of 2013.

NRF FOUNDATION

New project: Bwenda, Tanzania. Things got complicated in Ethiopia, struggles with paper work to get the bank loan for the Mankira farmers so they could get their wet mill. When Carl Cervone left Ethiopia we had to start on rock bottom ground. Tanzania there is good altitude, multi crop environment, and good potential to produce high quality.

The environment and infrastructure for NRF to operate is positive, fast responding and well organized partners on site, manageable size of operation. We want to get the project started now. So next week the money will be transferred.

Idea: Let's make a presentation for next year about the Bwenda. Let's use it as a follow up subject for Nordic Roaster Forum, make cuppings and presentations.

If we would make the same arrangement with the donated bags of coffee like in 2012, we should do it *before* the NRF.