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coffee corps & acdi / voca

Coffee Quality Improvement and Cupping Training



*Specialty Coffee Association of the Philippines
Emmanuel Torrejon, President*

Final Report: February 2004



Executive Summary

- *Assignment #:* 414029
- *Volunteer Name:* Daniel R. Kuhn
- *Host Organization:* Specialty Coffee Association of the Philippines
- *Country:* Philippines
- *Dates:* Feb.8 - 22, 2004

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Due to an on-going coffee crisis and low prices worldwide, many small coffee producers worldwide are experiencing difficulties selling their coffee above their production costs. Many producers are not able to maintain the sustainability of their incomes and are unable to offer employment opportunities to their seasonal work force. Coffee producers are also facing the potential loss of their farms and subsequently their livelihood. The potential for increased premiums and economic sustainability for many farmers worldwide lies primarily within the Specialty Coffee market in the United States and the European Union. The barrier to this market is the quality and differentiation of their product, as many markets not only have strict regulations regarding quality of the beans, but require the coffee to be unique and without defect as well. Buyers then need to be educated on these unique coffees.

The Specialty Coffee Association of the Philippines (SCAP) has requested the participation of a Coffee Corps coffee expert to aid in the improvement and evaluation of their member's cultivation methods, post-harvest handling techniques, processing methods and distribution and marketing practices. The volunteer will visit producer areas and design a Cupping Training Seminar. A volunteer expert with coffee cupping skills and the ability to identify problem areas would enable the various producers to focus their efforts and recourses to mitigate problems and eventually increase export specialty coffee sales to other markets.

Summary Conclusions and Recommendations

1. Cupping results suggest that the inherent coffee quality of the Cordilleran Mountains is **excellent**. (Full bodied, well balanced, good fragrance and aroma medium acidity, good finish)
2. Drying and processing methods **need improvements** should the coffee be traded as “Specialty Coffee”.
3. To improve quality and price a **centrally located processing facility** is essential.
4. Virtually all coffee is presently consumed on the internal market.
5. The current farm gate price of **55 pesos per kilo** (dried green beans) is not conducive to coffee growing. (44 cts./lbs. at rate of 1US\$ to 55.9 pesos)
6. A price of **90 to 100 pesos per kilo** (dried green bean) will stimulate new coffee plantings. (73 cts/lbs to 81 cts/lbs.)
7. A price of **120 pesos per kilo** (dried green beans) will move coffee from its current incidental collection methods to a cultivated primary crop status and have a positive impact on local coffee farmers. (97 cts./lbs)
8. A **centrally located drying and processing facility with satellite intake stations** will make it possible to improve coffee quality to the 90 to 100 pesos /kg level and above.
9. Improved quality will make **Specialty Coffee Exports** possible, possibly raising coffee prices further, even in today’s market.
10. A **promotional marketing package** needs to be designed to accompany quality improvements to tell the story of the Cordilleran Mountains, its coffee and people.
11. Start the Certification Process for organic coffee as most coffee is organically grown.
12. The **Philippine Specialty Coffee Association** is equipped to take the lead in achieving these goals.
13. Related recommendation: No transport animals were seen in the steep coffee growing lands. The availability of **mules for the transport of goods** could ease mountain farming for all crops.