GLOBAL COFFEE QUALITY RESEARCH INITIATIVE

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COFFEE PRODUCING AREAS
COFFEE RESEARCH INSTITUTES AROUND THE WORLD

- Consórcio Pesquisa Café (Embrapa) Brasil
- CENICAFÉ - Colombia
- ANACAFÉ - Guatemala
- CICAFÉ - Costa Rica
- Coffee Research Foundation Kenya
- Coffee Board - India
- etc.

HOW TO INTEGRATE THEIR WORK?
HOW TO MAKE RESEARCH IN PRODUCING COUNTRIES RESPONSIVE TO QUALITY DEMANDS IN CONSUMING COUNTRIES?
THE “BRAZILIAN CONSORTIUM” MODEL

- 42 independent institutions:
  • state
  • federal
  • universities
  • foundations

- All producing regions

- Arabica + Robusta (Conilon)

- Natural, pulped natural and washed coffee

- Institutions
  • facilities
  • equipment
  • vehicles
  • payroll
  • plantations
  • others
THE “BRAZILIAN CONSORTIUM” MODEL II

- Consortium
  - define demands / priorities
  - establish priorities / avoid repetition
  - management by Embrapa
  - funds for projects
  - competitive selection / bids
  - independent expert evaluation of proposals
  - follow-up
  - dissemination of results
    - geographic spread / field trials
    - demonstration
    - extension
GREAT RETURNS...

- Consortium investment
  - average of US $12 million / year
- Returns (ROI)
  - estimates of 10 to 15%

CAN EXAMPLE APPLY TO GCQRI?
CAN EXAMPLE APPLY TO GCQRI?

- GCQRI as
  - funder of projects
  - coordinator / project manager
  - specific quality projects

- Define demands / priorities

- Integrate work of institutions across countries
  - use best capabilities
  - avoid repetitions
  - endorse results

- Disseminate technology
  - show advantages
  - field trials / demonstrations
  - extension by country services
HOW TO SELL PROJECTS TO IMPROVE QUALITY?

- Easier to “sell” savings for same quality than
- To promise price premiums for better quality...
  but
- Price premiums (examples) can do wonders!

- Case of pulped natural (semi-dry) system in Brazil
  • promise of price premiums
  • proof of cost savings
  • reality of price premiums

- Case of Utz Certified
PULPED NATURAL / SEMI-WASHED CASE IN BRAZIL

- 5 million bags of quality coffee with little investment

- The problem:
  • to separate unripe cherries mechanically to preserve quality without losing features of naturals

- The solution:
  • to separate unripe cherries according to degree of hardness (as ripe cherries are pulped) and some or all mucilage is retained
PULPED NATURAL / SEMI-WASHED CASE: THE PROCESS

- 1953 - pioneering studies (IAC)
- Late 1980s - growers carry out independent trials
- 1989 - Pinhalense develops / perfects method and equipment
  • drying challenge
  • wet milling equipment
  • trials in major regions
  • feasibility proven
- 1990 - product presented to roasters
  • Ok but volume?
- 1991-1992 - the promise of quality sale
  • slow
- 1994 onwards - the savings sale
  • fast
- 2000 - consistent price premiums
  • pulped natural (CD) established as new quality
BREAKING PARADIGMS

- Stainless-steel barrels in wine
- Drying coffee with parchment attached
- Coffee paradigms
  - climate
  - harvesting
  - fermentation
  - drying
  - roasting
  - others
- Romantic vs. technological view
  - emotion / tradition
    vs.
  - impartial evaluation of quality

ENVIRONMENTAL + ECONOMIC SUSTAINABILITY
NOT ATTAINABLE WITH OLD PARADIGMS

PARADIGMS MUST BE BROKEN TO ENSURE
REQUIRED VOLUMES OF CONSISTENT HIGH QUALITY COFFEE

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- Information Technology (IT)
- Internet / social networking
- Coffee Club Network
  - ICO initiated
  - available for immediate use
  - new more user-friendly 2.0 version in 2011
- Specific GCQRI community (ies)
  - open access vs restricted access
- Collaborative construction
  - measuring demand
  - defining priorities
  - calling for proposals
  - exchanging ideas and results
- Communication
  - results
  - dissemination
SUMMARY:
INTRODUCTION ACROSS COUNTRIES
+
RESPONSIVENESS TO DEMANDS

- The Consortium Model
- The “savings” of coffee quality projects
- Breaking paradigms
- The social network approach
THANK YOU