

# THE SPECIALTY COFFEE **CHRONICLE**



**SUSTAINABLE OR  
NOT SUSTAINABLE?**

**MUSHROOMS  
AND COFFEE**

**RAINFOREST  
ALLIANCE  
CUPPING**

**HOST YOUR OWN  
IN-HOUSE BARISTA  
COMPETITION**

**COFFEE  
DOCUMENTARY  
FROM THE GROUND UP**

# RAINFOREST ALLIANCE CUPPING

PROGRAM DEMONSTRATES HOW  
**SUSTAINABLE FARMING PRACTICES**  
CONTRIBUTE TO **HIGH-QUALITY COFFEE**

## Farms in Brazil, Colombia, Costa Rica, El Salvador, Ethiopia, Guatemala, Indonesia and Panama earned top scores

from a panel of coffee experts at the 2009 Rainforest Alliance Cupping. Representatives from the Rainforest Alliance announced the results of the cupping at the Specialty Coffee Association of America's 2009 conference in Atlanta. Winning farm, Hacienda La Esmeralda of Panama, was present to accept its award.

The top ranking farms were among 80 Rainforest Alliance Certified farms in 11 countries that participated in the organization's cupping events in Long Beach, California and New York City in March. Coffee from 94 percent of the participating farms received scores of 80 or above, and compared to previous years, the coffees this year had fewer defects—demonstrating that sustainable farming practices often contribute to the production of high-quality coffee.

"Rainforest Alliance Certified farms implement better farm practices that result in environmental, social and economic benefits, and those methods tend to result in better conditions for growing coffee," said Sabrina Vigilante, director of markets at the Rainforest Alliance.

The Coffee Quality Institute (CQI) partnered with the Rainforest Alliance to connect the Q Coffee System with the network of Rainforest Alliance Certified coffee farms. Q Certificates, indicators of high-quality specialty coffee, can now be linked to the Rainforest Alliance online Marketplace, where users can trace coffee through the supply chain, from exporter to importer to roaster. Of the 80 farms cupped, 38 received Q Certificates.

## The 10 top scoring farms:

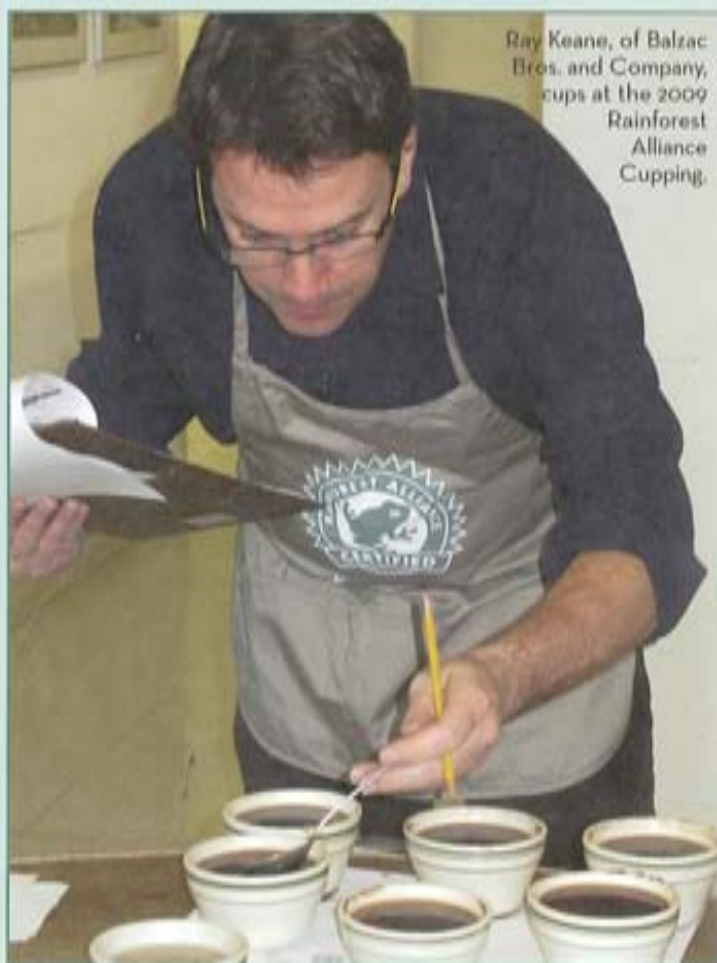
1. Hacienda La Esmeralda (Panama)*	88.99
2. Santa Elisa Pachup (Guatemala)	85.74
3. La Pampa (Guatemala)*	84.96
4. Finca Santa Anita (Costa Rica)	84.92
5. Grupo Asociativo San Isidro (Colombia)	84.58
6. Sumatra Mandheling Rainforest (Indonesia)	84.56
7. Capoeirinha - Ipanema Coffees (Brazil)	84.44
8. Fazenda Lambari (Brazil)	84.31
9. Gemadro Coffee Plantation (Ethiopia)*	84.18
10. Monte Siona (El Salvador) *	84.17

\*Received a Q Certificate

Twenty experienced, volunteer cuppers—representing coffee roasters, retailers and trading companies—evaluated the coffees based on: fragrance/aroma, uniformity, sweetness, clean cup, acidity, defects, flavor, body, balance and after-taste.

The Rainforest Alliance Certified seal is awarded to farms that have met the environmental, social and economic standards of the Sustainable Agriculture Network (SAN), a coalition of local conservation organizations that first set the standard for sustainable farming in rainforest areas in the early 1990s. The SAN standards cover ecosystem conservation, worker rights and safety, wildlife protection, water and soil conservation, agrochemical reduction and education for farm children. ☺

*The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior. For more information, visit [www.rainforest-alliance.org](http://www.rainforest-alliance.org).*



Ray Keane, of Balzac Bros. and Company, cups at the 2009 Rainforest Alliance Cupping.