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## NUCOFFEE WORLD

# THE INTERNATIONAL SCAA EVENT

NUCOFFEE invests in the participation of Brazilian producers in a major event dedicated to coffee

The annual Specialty Coffee Association of America (SCAA) Exposition is the primary event of the specialty coffee world market. In 2010, it was held in Anaheim, California, US, from the 15th to the 18th of April.

During the four days of the event, large and small companies showed their brands and products in stands, while meeting halls and special conference rooms housed training sessions, conferences and cuppings. It was also the ideal opportunity to get to know and start new business with representatives from all sectors of the production chain.

NUCOFFEE took part in the event for the fourth consecutive year, to consolidate its brand in the market and promote networking of Brazilian producers with foreign roasters. During the first two years, it invested in one stand to feature the proposed program. Last year, Brazilian producers were invited to join NUCOFFEE in domestic coffee cupping sessions for roasters.

In 2010, since its platform was well positioned in the international market, NUCOFFEE decided to present a more differentiated program. The 14 producers from Sul de Minas who went to Anaheim had the opportunity to take part in the event as well as to visit three US roasters: Kéan Coffee, Jones Coffee Roasters, and Gaviña Gourmet Coffee, where they became acquainted with work processes and market trends.

Rogério Vargas, NUCOFFEE's National Marketing Manager claims this experience was the main goal of the visit: "There, producers realized that this market is much bigger than they thought, more complex and competitive". And as for NUCOFFEE, he assures that the work they are doing is being acknowledged by both clients and producers: "They confirm the accountability of the platform, that name of the producer does indeed reach the roaster and that investing in good practices – as required by the program – meets market expectations".

For Daniel Friedlander, International Marketing Manager, the purpose of NUCOFFEE's presence in the event is very clear: "We take part to promote a direct return for the producer. The networking with other professionals opens many doors and the sale ends up being a simple consequence", he says.



NUCOFFEE's team and growers.

PHOTO COUTERSY

## QUALITY NETWORK

The daily routine of producers in Anaheim was an experience fully focused on connecting with the roasters. Juan Gimenes, NUCOFFEE's Service Manager considers the results of the visit as being highly encouraging: "It is exciting to see how demanding the market is, reflecting what the final consumer wants to have in the beverage they drink, how coffee in its final stage is presented, and how the origins are taken into consideration. This encourages them to improve going forward".

Producer Carmem Lúcia Chaves de Brito from the Caxambu and Aracaçu farms located in Três Pontas (MG) took part for the second time in the event as NUCOFFEE's guest. Her first impression was that buyers are more demanding than ever: "Last year, they wanted 82-point coffees; this year they all demand coffees with a rating higher than 86".

For Carmem, the major difference from the first to the second year was actually herself: "I participated with a broader view as I already had an understanding of the size of this market". In addition to going to several workshops, Ucha, as she is called by her friends, used the opportunity to invest in networking: "NUCOFFEE introduced us to the right people, those with whom we could really consolidate new businesses. Also, we stayed at the event same hotel, and this alone provided a wealth of contacts", she adds jokingly.

She was also very pleased with the visits to the roasters. "It was fantastic. The owners gave us a warm welcome. The Kéan Coffee owner was more daring, open to knowing new coffees. If you mentioned price, he would say that 'coffee cannot be measured by price as long as it surprises us'. The Jonas Coffee owner was also outstanding, and one could immediately notice that his clients are more identified. And we were able to see another reality at Gaviña, being a medium to large size roaster where, for example, we noticed a more advanced technology."

## PERSPECTIVES FOR THE FUTURE

Daniel mentions that the partnership established with the Coffee Quality Institute was one of the highlights of this event. With the objective of developing cuppers to the technical standard levels international buyers are used to, NUCOFFEE is promoting the Q-Grader course in Brazil.

There are today seven professionals with this certification in the country, and 30 more are expected to be certified, so that professionals located on farms, warehouses and cooperatives can speak the same language as the foreign roaster when discussing quality. "When we raise the quality level of these cuppers, they become qualified to better monitor our coffee and automatically serve our clients better. This is one of the most sustainable ways to promote development at the production source."

Brazil will be the official sponsor of the SCAA event next year. It is scheduled to be held in Houston, and Brazil will have an enhanced presence at the event, with greater participation in presentations and better opportunities to promote domestic products and origins. In Juan's words: "Brazil now has to do its homework".

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## COFFEE IN BRAZIL SANTOS

Nearly 500 years of history, and most of them built with the help from coffee

The history of Santos, a city on the coast of the State of São Paulo, is deeply influenced by coffee. The grain attracted hordes of people, huge amounts of capital investments, and up to this date – contrary to what is common belief – it continues to propel a separate universe in the main streets of the Old Town.

Few people know, but Santos is almost as old as our country. Likewise Brazil, the small village began to be built soon after the discovery, in 1502, when an expedition lead by the Italian Americo Vespucci named the small Indian island of Guaiaó after the saint of the day, São Vicente (St. Vincent).

There were over 50 banks operating in the commercial center of Santos, practically all servicing the coffee business. The streets called Rua XV de Novembro and Rua do Comércio were always crowded.

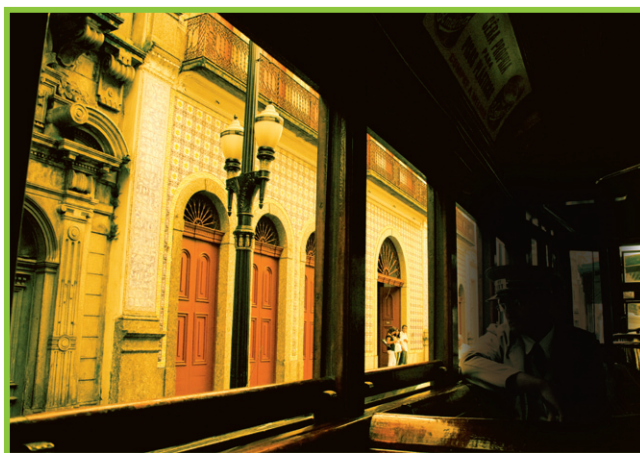


PHOTO ROBERTO SEBASTIÃO EDITORA

Based on a successful program developed since the early 90's, much has been recovered and expanded to promote tourism and to preserve the local history. One of the main attractions is the ancient Bolsa do Café (Coffee Exchange) building, on the corner of the XV de Novembro and Frei Gaspar streets, along the docks (the famous Quatro Cantos, as the place was known in the 18th Century). It was opened in 1922, and it has housed the Coffee Museum since 1999.

Praça Visconde de Mauá is the starting point of the most sought after and cherished attractions of the city: the streetcar that cruises along the main Santos tourist attractions, and is assisted by a historian.

The Praça placed in the heart of the Historic Center also features City Hall, where NUCOFFEE's quality lab is located. This is where André Peres, Quality Manager and Trader, evaluates all the coffee received on the platform and creates coffee standards as contracted by foreign roasters.

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## BRAZILIAN REGIONS

# SUL DE MINAS

The largest Brazilian growing region is also known for the quality of the coffee it produces



PHOTO IVAN PADOVANI/CAFÉ EDITORA

The State of Minas Gerais represents 50% of the domestic production, and 67% of the Arabica coffee. It is divided into three main growing regions: Cerrado Mineiro, Matas de Minas, and Sul de Minas, each one with a well-established terroir.

The highly productive coffee agribusiness of the Minas Gerais region started in the late years of the 20th Century. It is younger than those of more traditional states, such as São Paulo and Paraná. But Minas Gerais took the lead in production and became one of the main national growers of quality coffee. Having a favorable climate and terrain, a sound infrastructure and continuous investments in research, the coffee produced in the region is highly accepted by the gourmet market.

The climate of the Southern region is known for mild temperatures (between 64 °F and 68 °F) and high altitudes (up to 1,400 meters above sea level), due to the mountain ranges. This results in a sweeter beverage, with more body, fruity aroma, and strong acidity.

Other cities worth mentioning in the Southern part of the state – from the productivity and quality points of view – are Alpinópolis, Guaxupé, Itamogi, São Sebastião do Paraíso, São Tomás de Aquino, Três Pontas, Varginha, among others.

The forecast is for the production of the region to enjoy constant growth. The national supply company (Companhia Nacional de Abastecimento – Conab) an agency under the Ministry of Agriculture, expects a harvest of 47 million 60-kg bags of processed coffee during 2010, 35.3 million of which being Arabica. The increase is a result of the positive biannual nature of the crops and favorable climate conditions.

Conab estimates a production of approximately 24 million bags from the State of Minas Gerais, an increase of 20.5% and 1.6% compared to 2009 and 2008, respectively. The Southern region of the state has the largest production, between 11 and 12 million bags of Arabica, with an average productivity rate of 22 bags per hectare (2.47 acres).



## COFFEE AND CULTURE

# GOLDEN TOPPING

The crema reflects the quality and the flaws of an espresso cup

The espresso is a complex and multiphase beverage, i.e., a combination of solution, suspension, and emulsion. A solution of sugars, caffeine, proteins, acids, and minerals, among other substances. A suspension of coffee particles and carbon dioxide bubbles formed during extraction. And emulsion, formed by oily and colloidal particles, also produced during extraction.

For this reason, the crema and the drink are rich in super volatile aromas, and we must drink the content of the cup as quickly as possible, preventing the oxygen in the air from being the main beneficiary of these complex espresso aromas. However, this is not its main function.

The combination of colloidal particles, essential oils, and minute carbon dioxide bubbles increases the viscosity – responsible for the perception of the body – and smoothes the interaction surface of the liquid with taste buds, increasing the aroma deposits (essential oils) that will be released during 30 to 40 minutes after the espresso cup is consumed.

Thus, an espresso adequately pulled must have a pleasant residual and lasting taste. This same particle combination inhibits the bitter taste receptors, thus making the sensorial perception of the espresso sweet, creamy and complex, albeit its strength and concentration.

## QUALITY GAUGE

The crema is also a good tool to diagnose a correct espresso. After extracting coffee according to all controlled technical parameters, that is, dosing, grinding, water volume, pump pressure, compacting, and extraction timing, the appearance of the crema is evaluated. It must have a caramel color, similar to syrups made with sugar, water, and lime; the same color of a flan, the cherry tree wood or an almond.

Another point relates to the consistency of the surface. It must have the so-called “tiger” texture (darker lines throughout the entire cup) and it cannot have darker or lighter spots on the sides.

The second diagnosis element is the length of time the crema remains closed over the drink. A stable emulsion should last at least four minutes on the resting drink, after extraction. For these creamy substances to form, the espresso must be pulled at exact temperatures and pressure, to secure the highest bean yield, and respect all the work done along the production chain.



PHOTO CIA DE FOTO/CAFÉ EDITORA