



An initiative from **syngenta**

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EXPERIENCE OUR COFFEES

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NUCOFFEE WORLD COMMITMENT

The main purpose of the NUCOFFEE Program is to connect both ends of the coffee chain, i.e. the producer, coops, associations and the roaster. With this in mind, in a market increasingly more focused on quality, NUCOFFEE invests in communications and networking.

It therefore offers detailed history of the growers and farms behind each coffee lot, including micro-lots and unique coffees available for immediate purchase from several warehouses located in the United States. Parallel to the virtual content, coffees and their history are also promoted abroad using multiple types of resources, from ads in specialized magazines to promotion events.



Mike Perry, in the middle, between the grower Glycia and her husband Paulo, at Santa Mariana's farm.

PHOTO COURTESY

BUSINESS AND FRIENDSHIP

Glycia Ignez Teixeira Tibúrcio Regina, producer and owner of Fazenda Santa Mariana, in Carmo da Cachoeira, Sul de Minas (MG), joined the NUCOFFEE platform in 2010, seeking broader access to the international market.

While her 66 hectares of coffee yield an average of 2,000 bags per year, there were a few obstacles to place offer the product to the market: "We had never effectively promoted our coffee abroad. We invested our resources in quality, but considering our size, investing in marketing was not affordable." And here is where NUCOFFEE was helpful.

To introduce her coffee and farm to foreign roasters, NUCOFFEE posted on its traceability tool her profile and history as well as the production characteristics of her farm and the good agricultural practices applied. Glycia took part in the annual Specialty Coffee Association of America (SCAA) event held in Anaheim, California in April 2010. Mike Perry, of Klatch Coffee, liked her coffee and bought the lot.

Perry came to Brazil in September 2010, and took the opportunity to meet her in person. With NUCOFFEE's help, he visited the farm and became better acquainted with the people behind the coffee he was using in his micro roasting business. "He is extremely personable, became acquainted with our infrastructure, and was very impressed. As he had already purchased one lot, he soon wanted to buy another one. We sent a sample to Jack Robson, NUCOFFEE's roast master, and a second sale has already been finalized," says Glycia. Perry ordered a natural coffee, with citric and predominant caramel notes.

Perry buys coffees worldwide from multiple origins, and this was not the first time that he bought Brazilian coffees. He was very pleased with what he saw at Fazenda Santa Mariana: "Meeting Glycia and her husband was a great experience. We toured the entire farm and had fun times visiting and drinking their coffee." And he conveys his appreciation: "It was very kind of NUCOFFEE to escort me in Brazil and introduce me to Glycia."

This is exactly what Glycia needed, an opportunity to market her coffee micro-lots: “I make 10 or less bag lots and NUCOFFEE is willing to negotiate these micro-lots with good buyers. I believe that I would even be able to sell them at good prices to coffee shops in the São Paulo capital city, for example, but I would need to network, send samples to several testing labs, negotiate, etc. And these are all services that NUCOFFEE already offers me.”

For the first purchase, Perry and Glycia did not know each other, he was given access to a sample of her coffee. “The connection was strengthened after we met in person. Today, he can be sure of buying a quality product,” assures Glycia. The roaster thoroughly enjoyed the trip, the people he met and hopes to be back to the country soon. “We have already used up the coffee I bought and are eager to taste the new harvest.”

CONTAINER AFTER CONTAINER

Mike McKim, of Cuvée Coffee Roasting Company, located in Texas, US, came to Brazil for the first time in 2009, with a group of producers invited by NUCOFFEE. During his stay, he had the opportunity to taste several coffees and producer Wagner Ferreira’s was the one he liked most. However, the producer of the Fazenda Pântano located in Patos de Minas, Cerrado Mineiro, had no inventory to sell at that time. He worked hard on this harvest to be able to make an offer, and McKim returned to watch closely how the coffee he was going to buy was being processed.

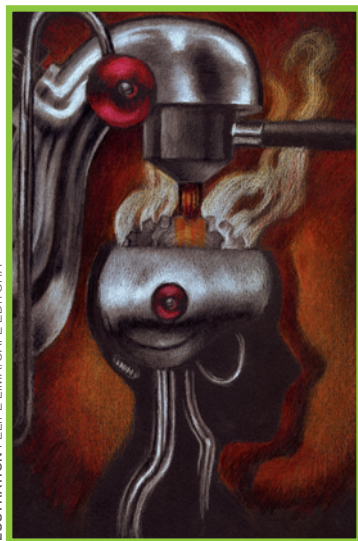
Wagner produces 20,000 bags per year on the 537 hectares of the farm’s growing area. Having been with the NUCOFFEE Program for 3 years, he sees as the highlight of the proposal the fact that marketing the coffee is much easier. “It is not easy to export a production as large as mine (20,000 bags in the Cerrado Mineiro and 15,000 more in Mogiana Paulista), and with NUCOFFEE we have more exposure.” Wagner exported 320 bags to McKim during their second meeting: “We sold a (20 foot) container with yellow Bourbon, # 16/18 screen, pulped natural,” states the producer.

He values the direct relationship established with the roaster that was made possible by the assistance of NUCOFFEE. “Mike [McKim] got to see how the farm works, its agricultural practices, and the products we use. We are not organic, but we are ecologically correct,” he adds. Even considering the Rainforest Alliance, the UTZ, and the 4C certifications, Wagner believes that the way foreign buyers view us still needs to be improved. “It is crucial that they come to Brazil, to experience the daily routine of the farm and how committed our people are to the results. Mike was surprised with the precision agriculture we practice here. He did not believe it existed in Brazil. They now are able to see the product with much more enthusiasm than they would have by only tasting the coffee”.

McKim visited Brazil again to participate in the Simpósio de Café de Patrocínio (MG) and ended up accepting additional samples from Wagner. Wagner believes McKim will make his second purchase - of “2 to 3 containers” - of the 2011 harvest.

COFFEE AND CULTURE CAFFEINE

Consumed in moderation, the substance present in several food products and beverages, is safe and healthy



Who has never resorted to a cup of coffee trying to stay awake, gain an extra dose of energy and stamina? The stimulant effect of coffee comes from a substance also present in tea, cocoa, and in more than 60 plants: caffeine. Caffeine, consumed throughout the world in beverages, food products and medications, has been the subject of several scientific studies.

In the early nineteenth century, the substance was isolated for the first time and baptized as kafen, which means “something found in coffee”. But it was not synthesized until a few decades later. Caffeine is a white, crystal like substance, with a very bitter flavor. It can be easily found in coffee, in cacao seeds (used to make cocoa), in cola seeds (used to make soft drinks), and in teas. It is also added to pain and flu drugs and other medications used to stimulate the brain.

The amount of caffeine in food varies according to the product, the size of the serving, and how it was prepared. For coffee and teas, the variety of the plant also affects the quantity. In the Robusta and Arabica, the most widely consumed varieties of coffee in the world, the quantity of caffeine is 2% and 1%, respectively. In the Guarana seed, for example, the caffeine content varies between 2% and 5%.

Caffeine provided by a natural product, such as coffee, is healthy. The safe consumption of the beverage is of up to 500 ml per day, or the equivalent to four cups of coffee.

After ingested, caffeine is absorbed by the small intestine and in a few minutes in the blood flowing to all parts of the body. Among the major effects are increased heartbeat, increased urination, and stimulation of the central nervous system. These effects give a feeling of alertness. The mental concentration capacity is heightened, there is a temporary improvement in the athletic performance due to the increase in muscular strength and resistance, and the bronchial muscles relax, avoiding asthma crises.

The substance remains in the system during a period that varies between four to six hours - or three hours for smokers, as tobacco accelerates the caffeine metabolism - and should be avoided by people with high blood pressure, arrhythmia, stomach conditions, or anxiety.

ACKNOWLEDGEMENT

COFFEE GENOME

Grain DNA mapping helps to develop quality

The Brazilian Coffee Genome Project mapped the DNA sequences of the coffee plant, giving researchers the needed knowhow to produce new varieties with desirable marketing characteristics.

The initiative, started in February 2002, was an idea of the organizations Consórcio Brasileiro de Pesquisa e Desenvolvimento do Café (Embrapa Café), Embrapa Recursos Genéticos and Biotecnologia and Fapesp, working together with a network of research institutions: IAC, Unicamp, USP, Unesp, Iapar, Ufla, UFV, Epamig, and Incaper.



LIFE CODE

From 1953 on, after the function and structure of the Deoxyribonucleic acid (DNA) was identified, and new keys were identified to help interpret the code that produces life that is found in chromosomes. These keys now are fundamental to projects that study genomes: the set of genes responsible for defining a certain type of life.

The genome research is important due to its potential to accelerate the development of new knowledge, such as the cure of major human diseases or the genetic improvement of plants for food or commercial use. The Brazilian researchers had this goal in mind when they initiated the study of some plant genomes that are relevant to the agribusiness of the country, such as the orange, eucalyptus, sugar cane, and coffee plants.

The completion of the gene mapping brought notoriety to the Brazilian scientific research, empowering the country to build the database needed with over 200,000 DNA sequences and 30,000 genes identified, responsible for the multiple physiological mechanisms of coffee growth and development.

In the specific case of this product, the DNA sequence mapping provides researchers with the basic knowledge about genetics, physiology, and biochemistry, with which they can further develop varieties that have a more uniform fruit maturation, caffeine content control, pest resistance, and coffee crop diseases, tolerance to environmental stress such as excessive cold, draught, and frost.

The project also consists of studies to create plants bearing fruit that produce a beverage with better aroma and flavor, plants with a higher nutritional value and in general a higher quality product.

By genetically decoding coffee, Brazilian researchers are constantly advancing and providing better alternatives to producers.

COFFEE AND CULTURE

SIPHON, CONA VACUUM, OR GLOBE

The brewing process has become very popular in Brazil and in Japan, and already has its own championship

Also known as cona vacuum, siphon, vacpot, vacuum coffee maker, globe or little globe (globinho), siphon is to make coffee by infusion, or an exchange of heat and vacuum.

Developed in 1840 by a Scottish naval engineer, it consists of the following: two glass globes, one of them with a funnel, a filter, a base and one burner. Using this method to brew coffee is an amazing visual experience and the result is a beverage with a similar concentration as that of the American filtered coffee.

When preparing coffee with the siphon, the ground coffee goes into the top globe – and is held by the filter. Water is added to the lower globe that is placed over the burner. The heat expands water vapors pushing steam to the siphon tube interconnecting the two globes. When it arrives there in the liquid form, the water mixes to the coffee powder. Once all the water is pushed up the burner is removed. Gradually, the lower globe cools off creating a vacuum that will pull the liquid from the top globe back to the lower globe, going through the filter. The speed with which the water will return to the lower globe depends on the type of grinding and the quantity of coffee and water. At this point, the top globe is removed and coffee is ready to be served directly from the lower globe.

This makes a beverage with marked sweetness, low acidity and no bitterness, considering that these characteristics will also depend on the coffee bean used in the preparation. A good call is to choose light roasts – until the end of the first “crack”. The washed bean is the best for siphoning, producing a clear beverage with all the above characteristics. However, the de-pulped and demucilated coffees can also produce surprising results.

WORLD CHAMPIONSHIP

Siphoning is the most widely used coffee preparation method in Japan. The Specialty Coffee Association of Japan (SCAJ) organizes during its annual event, the Japan Siphonist Championship. Competitors are given 15 minutes to prepare four cups of coffee and four signature beverages. The judges assess the technique, timing, and flavor of the coffee.

During the most recent competition, held September 22-24 2010, the winner was Chizuru Motokawa, of Ueshima Coffee Co. (UCC), the leading coffee industry company in Japan, owns a chain of coffee shops specialized in this method. She used a blend of Brazilian coffees from Cerrado de Minas.



PHOTO GUILHERME GOMES/CAFÉ EDITORA