

Coffee Quality Institute

Adding Value to Robusta

*A Solution For a More
Sustainable Future
For Robusta Coffee Farmers*



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The Problem:

- **Prices:**

1980 – 89 Avg = \$1.13 / lb

2000 – 09 Avg = \$0.55 / lb

- **Volumes:**

Vietnam – 2008/09 = 17.6M bags

Brazil - 2008/09 = 15.5 M bags

Africa - 2008/09 = 6.3 M bags

Indonesia – 2008/09 = 6.2M bags

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The Opportunity

- **Expanding Market - Scarcity of Quality**
- **Genetic Material – Cup Characteristics**
- **Infrastructure - Existing Niche Market**

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The Strategy

- **Develop Robusta Standards**
- **Institutionalize Existing Niche Market**
- **Position – Robusta “*Fine*” Coffees:**
 - Awareness
 - Trials
 - Usage

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The Protocols

- **Four Robusta Workshops:**
 - Kampala – August 2009
 - Accra – November 2009
 - Kampala – March 2010
 - Kampala – June 2010
- **63 Workshop Participants – 16 Countries**



Uganda Coffee
Development Authority



USAID
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COMPETE+
FOR COMPETITIVENESS AND TRADE EXPANSION GROWTH



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1st Robusta Workshop
Kampala – August 2009

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Robusta coffees can be differentiated in the same manner as Arabica coffees:

- *by cup, and*
- *by grade*



Robusta Taste Attributes

- Cup Attributes are slightly different:
 - “**Bitter/Sweet Aspect Ratio**”
 - “**Salt/Acid Aspect Ratio**”



Sample Roasting

- Sample roasting for Robusta coffees is different than for Arabica coffees:
 - **Darker Bean Surface**
 - **Wider color spread between whole bean and ground**



Training Program

- **Training program** for Robusta cuppers **is similar** to the one for Arabica cuppers



Cupping

- **Accurate** differentiations based on cup quality can be made **consistently**:
- **80+ points** = “Fine” Robusta



Triangulation

- Robusta origins present **recognizable flavor differences**



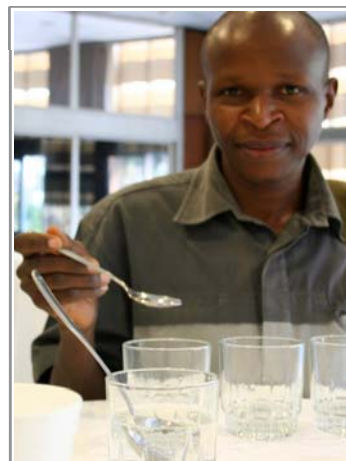
Aromatic Differences

- **Unique aromatic traits** require a **different flavor vocabulary** for Robusta coffees



Taste Differences

- **Taste differences** require adjustments in the taste recognition testing:
 - Acetic versus Citric Acid
 - Potassium versus Sodium Chloride



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Moving Forward

- ***Finalize Robusta Cupping and Grading Training Program***
- ***Train and certify Robusta “Fine” Coffee Cuppers***
- ***Establish “Center for Robusta Excellence” (Uganda)***