

Volume 34 Number 6

www.coffeeandcocoa.net

C&CI

COFFEE & COCOA INTERNATIONAL

January 2008

**NYBOT's new owner
could put floor
trading on ICE**

**Logistics deal
could save Sara Lee
millions**

**Medium size farmer
bemoans pressure
from both sides**

**Dingell Bill
could add
millions
to costs**



US

World Barista Championship available on DVD

In a joint venture with the World Barista Championship (WBC), Bellissimo Media Productions has created a two-DVD set documenting the 8th Annual World Barista Championship (WBC), which took place in Tokyo, Japan July 31-August 2nd 2007.

The DVD is the first of its kind produced in the eight-year history of the WBC, and uniquely captures the exciting nature of the 2007 event.

The first DVD is a 60-minute overview of the WBC event, documenting the WBC experience, allowing viewers to see and feel the excitement generated by the competition as well as to hear from the participants, attendees and coffee professionals from all over the world. This documentary-style DVD includes interviews, local colour shots and footage of all of the competitors in action.

The second, 120-minute DVD is a training tool that includes the performances of the six finalists in their entirety, followed by the awards ceremony.

The DVD set is available at US\$69.95 each; or US\$59.95 for 25 sets; or US\$44.95 for 50; or US\$39.95 for 100 sets. The DVD can be ordered at: http://espresso101.com/books_dvds/top_sellers/wbc. More information is available from Bellissimo Coffee, e-mail contact@bellissimocoffeein.com, or at www.espresso101.com.

BOLIVIA

CoE returns

After a year-long hiatus, the Cup of Excellence programme returned to Bolivia in October, when 26 awards were handed out to farmers in the city of Coroico.

The winning farm, owned by two farmers, received 11th place in the 2005 contest and moved up to first in 2007 after a concentrated effort on improving quality. Farmers Mario Mamami and Raymond Yanarico plan to use the anticipated auction returns to buy more land and re-plant their plantation.

A 23-year-old first generation farmer took second place. Juanco Manami Huanco started farming when she was 16 and now manages a small six hectare farm. She competed in the 2005 contest but did not secure a place and has since focused on better farming methods.

Both the third and fourth place farmers, Braulio Luque Yana and Nicolás Carrasios, are newcomers to the Cup of Excellence competition process. All four are presidential winners with scores over 90 points.

All of the winning coffees come from small farms with most located in the Caranavi region of Bolivia. Twenty of the 26 winners are certified organic and many are members of co-operative groups.

The above-mentioned farmers and the rest of the winners at the event were due to watch the internet auction of their coffees on November 15th to see how high prices will go as roasters worldwide bid against each other for the chance to acquire their coffee.

Bolivian Cup of Excellence coffees have historically received extremely high prices overall. Detailed farm information for all of the winners has been posted on the Cup of Excellence site: www.cupofexcellence.org.

BELGIUM

Van Sanden wins tasting event

For the second consecutive year, an employee at Efico in Belgium has won the Belgian round of the World Cup Tasting Championship organised by the Speciality Coffee Association of Europe (SCAE), and will represent Belgium in the world final of the competition in Denmark in June 2008.

In 2006, the Belgian round of the World Cup Tasting Championship was won by Jean Lauwers, a trading officer at Efico, and in the 2007 competition it was his colleague Bart Van Sanden's turn to win the contest.

Van Sanden has been working at Efico for nine years, and started his career in the company's warehouse.

Initially, his role consisted of preparing the tasting sessions for the traders team and, little by little, he began to take pleasure in

comparing his own opinion with theirs, acquiring experience by preparing and tasting samples of green coffee originating from all over the world on a daily basis.

Despite his expertise, the Cup Tasting Championship was quite a challenge, said Van Sanden. "I really wanted to give it my best. Everybody was stressed. I never heard so much noise from spoons clanking against cups as during this final. The preparation was quite difficult for me - at Efico, we prepare our coffee for tasting in the Turkish manner, by pouring boiling water over the ground coffee. This enables us to detect any deficiencies in the coffee. For the contest, the coffee was prepared with the help of percolators."

Efico regards its tasting room as the heart of the company, as Managing Director Patrick Installé explained. "As green coffee traders, the quality of our coffee selections is at the centre of our discussions with our roasting clients. The best way to verify the quality is to check it according to

a very precise tasting procedure that we apply to all the coffees that we market. The result of this competition reassures me, because it illustrates our professionalism. I encourage every person who works at Efico to participate in our tasting sessions, and our clients are equally welcome. We are being increasingly consulted by our clients for advice, be it in the area of the blend, the degree of roasting, and so on. This consultation function is important for us, because it enables us to remain in touch with the tastes and sensitivity of the consumers."

Michel Germanès, joint managing director at the company said Efico's commercial strategy is always based on quality. "I am delighted that Efico is among the leaders in this competition. Our competitors have always been very aggressive in terms of pricing. I am convinced that our strategy of capitalizing on quality is correct, in fact, that it is the reason why our clients, and our suppliers, are so loyal to us."



For the second consecutive year, an employee at Efico in Belgium has won the Belgian round of the World Cup Tasting Championship organised by the Speciality Coffee Association of Europe (SCAE). This year it was won by Bart Van Sanden

"Our trade is fascinating, we search for the best sources for our clients, and Bart helps us in our assessments on a daily basis. I am pleased about his nomination, and it strengthens my conviction that we should invest in quality and in skill."