HOW WE DO IT

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Mexico | AMECAFE
Nicaragua | ACEN
Peru | Cafe Peru
Regional Africa | AFCA
Rwanda | OCIR Cafe
Uganda | UCDA
United States | SCAA

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NOT FOR SALE
CQI WORKS INTERNATIONALLY
to improve the quality of coffee and the lives of the people who produce it. By design, this mission includes coffee producers everywhere in the world, including those who grow Robusta. These farmers have not enjoyed the higher coffee prices of the past several years, as low (or no) standards for Robusta coffees have rendered them an inferior substitute for their Arabica “cousins,” leaving the Robusta producers at the mercy of an unfriendly market. In order to become more competitive, Robusta coffee farmers needed a differentiating mechanism for quality — in short, they needed standards.

Recognizing this need, USAID, through the LEAD program in Uganda (Susan Corning) supported by the COMPETE program in East Africa (Steve Walls), took the first and essential step. Beginning in 2009, four Robusta Fine Coffee Workshops were held in Kampala (August 2009, March 2010, and June 2010) and Ghana (November 2009) with the primary objective of establishing high quality standards for Robusta coffees that would be universally recognized and accepted by the coffee trade. This work was led by CQI and was based on the lessons learned from building the Q Coffee System in Arabica producing countries. The program also received invaluable support from the Uganda Coffee Development Authority (Henry Ngabirano).

Today, Licensed R Graders in 6 countries now stand side-by-side with nearly 2,000 Q Graders in more than 40 countries. The future looks much brighter for Robusta and we are excited to help introduce the emergence of Fine Robusta to the industry.
PROGRESS IN EAST AFRICA

COFFEE IN EAST AFRICA IS generally produced by smallholder farms, with an estimated 3.6 million families benefiting from income generated through coffee production and sales. CQI has significant ties to the region and has worked since 2003 to increase the amount of specialty coffee produced there. In 2009 CQI began to work with USAID’s East African Competitiveness and Trade Expansion (COMPETE) program to expand the Q Coffee System, collaborate and support the African Fine Coffees Association (AFCA) and develop competitive strategies for Fine Robusta coffee.

Diminishing coffee exports from Africa continue to make these programs important regional initiatives. Providing all East African coffee producing countries the opportunity to maximize their effectiveness in the market place and award benefit to the entire coffee value chain is a collaborative goal of both CQI and USAID’s COMPETE program.

In 2011, as part of this program, CQI provided training and technical assistance in Burundi, Ethiopia, Kenya, Malawi, Tanzania and Uganda. A regional emphasis brought together 13 highly qualified people from Kenya, Uganda, Tanzania and Rwanda for East Africa’s first Q Grader Train-the-Trainer course. All of the students successfully completed the course and are now Assistant Q Instructors. Ted Lingle, CQI’s executive director and the Q Instructor, remarked, “These individuals are the ‘cream of the crop’ cuppers, and possess both the cupping and teaching skills to become excellent cupping instructors.”

A regional Robusta workshop and R Grader Course, intended to have a large impact on East Africa’s Robusta producing countries, resulted in the first Licensed R Graders. These R Graders are now actively grading Fine Robusta coffees in this region, including Robusta samples from Uganda, Tanzania and the D. R. Congo, that were submitted as part of AFCA’s Taste of Harvest competitions.

SUPPORTING TASTE OF HARVEST COMPETITIONS
AFRICAN BARISTA CHALLENGE AND BARISTA TRAINING
Q AND R GRADER CERTIFICATION COURSES
STRENGTHENING IN-COUNTRY PARTNER RELATIONSHIPS
A Spotlight on Ethiopia

Today, ECX is actively using Q Graders and the Q Coffee System to assess coffee quality for export.

In 2011, USAID/Ethiopia awarded ADCI/VOCA and its partners the Agricultural Growth Program-Value Chain Expansion (AGP-VCE) project. As a partner on this project, which will span five years, CQI will continue to deliver technical training and assistance to support project components to improve the competitiveness of the coffee value chain as well as to improve the enabling environment of the coffee value chain. Initial work involved project design and launch, value chain assessment, and staff development. Specifically, CQI completed a foundational value chain assessment for Ethiopian coffee, which resulted in an in-depth understanding of baseline coffee issues and established relationships with key stakeholders in Ethiopia.

Willem Boot, part of CQI’s implementation team for the AGP-VCE projects, notes, “Creating an easier buying experience seems to be a key task for the Ethiopian industry in order to realize higher prices.”

Work in 2012 will include a long-term flavor profiling project, R&D, coffee standards and grading, initiation of Best Agricultural Practices and Best Processing Practices, an international Arabica conference and cupping competition, marketing and promotions of Ethiopia’s specialty coffee and cupper training and calibrations.

CQI HAS WORKED IN ETHIOPIA for many years: training cuppers, developing infrastructure, creating a more efficient and transparent supply chain, and further developing its specialty coffee industry. In 2010, CQI and the Ethiopian Commodity Exchange (ECX) worked closely to integrate the Q into their system.
OUR YEAR IN NUMBERS

N.AMERICA
Licensed Q Graders: 103
Total Project Revenue: $60,822
Lbs Sold as Q Coffee™: 1,125,000

EUROPE
Licensed Q Graders: 13
Q Courses: 3

AFRICA
Licensed R Graders: 4
Assistant Q Instructors Trained: 13
Barista Training Participants: 109
Total Project Revenue: $600,585

C. / S.AMERICA
Licensed Q Graders: 102
Licensed R Graders: 21
Assistant Q Instructors Trained: 11
Barista and Roaster Training Participants: 192
Total Project Revenue: $222,538
**ASIA**

Licensed Q Graders: 350  
Lbs Sold as Q Coffee™: 2,060,000

**INDONESIA/PNG/AUSTRALIA**

Licensed Q Graders: 66  
Licensed R Graders: 16  
Total Project Revenue: $31,215

<table>
<thead>
<tr>
<th>13.5%</th>
<th>AVERAGE WEB GROWTH/MONTH</th>
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<tbody>
<tr>
<td>23</td>
<td>COFFEE CORPS VOLUNTEERS</td>
</tr>
<tr>
<td>35</td>
<td>LICENSED R GRADERS</td>
</tr>
<tr>
<td>637</td>
<td>LICENSED Q GRADERS</td>
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<tr>
<td>1,418</td>
<td>USERS ON OUR DATABASE</td>
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<tr>
<td>41,922</td>
<td>UNIQUE WEB VISITS</td>
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**PROJECTS IN 2012**

- Increased work in Indonesia
- Coffee Corps system improvements
- Expansion of Robusta Coffee System
**PROGRESS IN LATIN AMERICA**

**PERU**

In 2011, CQI began a three year project with ACDI/VOCA Peru, Strengthening the Coffee Value Chain in Peru, which is funded by USAID. CQI is an implementation partner, along with Sustainable Harvest and Solidaridad. Program goals are aligned with CQI's mission and will specifically support improving farmer access to new and profitable markets. Intended results are to increase the volume of exported specialty coffee and increase the capacity in Peru to evaluate coffee quality.

During the first year, technical training and assistance were provided by 11 Coffee Corps™ Volunteers, including Raul Rodas, K.C. O'Keefe, Ericka Hernandez-Tran, Karen Pisconte, Alberto Song and José Nicolás Veléz.

The first cupper education included ten days of field level training, and field training will continue to be an important aspect there. Over 87 individuals (farmers and coop managers) from six producer organizations were trained in basic cupping knowledge. The Q Course resulted in nine new Licensed Q Graders in Peru, bringing the country’s Q Grader total to 68. Roaster and barista training, along with promoting national consumption, are important components of this project.

**ECUADOR**

Alvaro Peláez Rincon and José Nicolás Veléz spent two weeks visiting, assessing and training small, medium and large roasters in the Quito and Guayaquil areas of Ecuador. Workshop objectives were to teach coffee roasting theory, chemistry and techniques for quality coffee roasting to a group of professional roasters. This training enabled Ecuador’s specialty coffee roasters to improve their roasting practices.

All workshops were hands-on, with a combination of lectures, roasting practices and cupping.
TESTIMONIALS

JON FERGUSON

“Tanzania was a country I knew very little about, so it wasn’t hard for me to say that I took in a great deal of information. Although Rwanda, Ethiopia, Kenya, and Tanzania are culturally diverse, they all seem to carry the same pride and honor towards their production and face similar challenges. I hope to be able to contribute my time and experiences to Coffee Corps again in the near future, as I feel I was able to contribute my expertise where it was needed.”

MICHAEL PHILLIPS

“I went [to Africa] to serve in a training capacity, and frankly, it was amazing. This is an unprecedented opportunity for us to work in consuming countries essentially as the seed is being planted. No one is doing that aside from CQI. The initiatives to go out there and work with baristas are important ones: to actually celebrate the product that these countries are producing so well in a way that reflects the true glory of what they’re actually doing. I think one of the essential things that CQI does is identify a need, find the right people and put them in the right places. I would certainly consider the time and effort I spent working at these [barista] events to be some of the more valuable and well received trainings I’ve ever done. I don’t think you can calculate the value because the ripple effect is enormous.”

ALVARO PELAEZ RINCON

“My passion is to teach my knowledge, and CQI has given me this great opportunity. Through the program, I was able to meet many passionate professionals involved in the industry and make lasting relationships, both personally and professionally. The impact of [CQI] is very important for the industry.”
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Program &amp; project expenses</td>
<td>968,048</td>
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<tr>
<td>Administrative &amp; general expenses</td>
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<td><strong>TOTAL SUPPORT &amp; REVENUES</strong></td>
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<td>In-kind &amp; volunteer contributions</td>
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<td>Other contributions &amp; projects</td>
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<td>Other income</td>
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<td><strong>TOTAL SUPPORT &amp; REVENUES</strong></td>
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<td>Net assets, ending</td>
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<td><strong>INCREASE IN NET ASSETS</strong></td>
<td><strong>44,968</strong></td>
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</table>
Thank you to our sponsors, without whom our work would not be possible.

“It is once again my great pleasure to be part of and witness the tremendous progress CQI has made and the profound impact our work has at all levels of the coffee value chain. We pride ourselves on creating market-based solutions and there is no greater or more satisfying proof than to see the market respond so positively.”

-Ellen Jordan Reidy, America’s Food Technologies, Inc.
MISSION

Working internationally to improve coffee quality and the lives of people who produce it

www.coffeeinstitute.org