

# Results of JETRO's Cupping of Taste of Harvest Coffees

May 10, 2011

Confidential





# Forward

- With the cooperation of Eastern African Fine Coffees Association (EAFCA), Japan External Trade Organization (JETRO) conducted the cupping of awarded (African Taste of Harvest) coffees from Malawi, Uganda, Burundi, and Zambia on May 10 in Tokyo.
- In the event, 25 Japanese cuppers evaluated the 13 samples provided by EAFCA according to the scoring form of Specialty Coffee Association Japan (SCAJ), which provided the technical support at the event. JETRO also collected the cuppers' comments on potentials of each sample for marketing.

# 1. Program

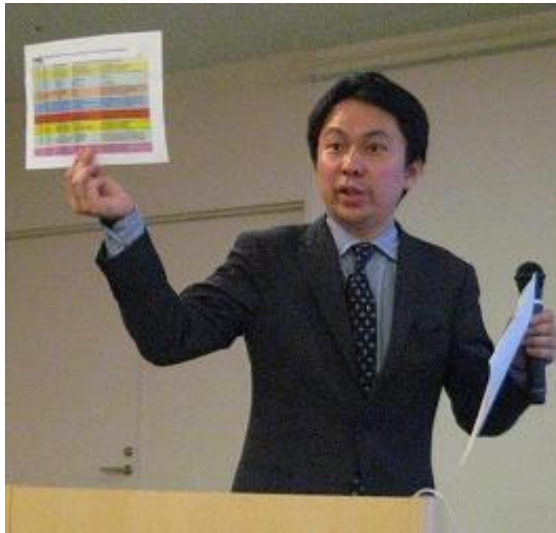
- The event was organized by JETRO.
- After the opening remarks by Mr. Shigeru Ishii of JETRO, Mr. Taro Suzuki, one of the judges of “Taste of Harvest Inter-Country Competition 2011” reported about the cupping session in Arusha.
- Cupping and review sessions were managed by SCAJ Technical and Standard Committee led by Mr. Shinji Sekine, the vice chairperson of SCAJ. The guests from Malawi, Uganda and Zambian embassy expressed their appreciations at the closing.

<b><u>Cupping Event of “Taste of Harvest” Coffee</u></b>		
Date and Time :	May 10 <sup>th</sup> , 2011, 15:00-17:30 (Doors open at 14:30)	
Venue :	JETRO Exhibition Hall (ARK MORI Bldg 5F, 1-12-32 Akasaka, Minato-ku, TOKYO)	
Organizer:	Japan External Trade Organization (JETRO)	
Co-Organizer :	Eastern African Fine Coffees Association (EAFCA)	
In cooperation with :	The Specialty Coffee Association of Japan (SCAJ)	
<Program>		
15 : 00-15:10	Opening Address	Mr. Shigeru Ishii, Director General Trade and Economic Cooperation Dept., JETRO
15 : 10-15:35	Report on EAFCA 2011	Mr. Taro Suzuki, Senior Managing Director SAZA COFFEE CO., Ltd.
15 : 35-15:45	Cupping Instruction	Mr. Shinji Sekine, Vice President The Specialty Coffee Association of Japan (SCAJ)
15: 45-16:15	Cupping Session Part 1	Zambia, Malawi
16: 15-16:45	Cupping Session Part 2	Brundi, Uganda
16: 45-17:15	Review Session	Mr. Shinji Sekine, Vice President The Specialty Coffee Association of Japan (SCAJ)
17:15-17:30	Networking	
17: 30	Closing	



## 2. Participants

- JETRO invited 25 Japanese cuppers who belong to companies that import, wholesale, roast, or retail African coffees. Some of them are participants of JETRO's business mission to East Africa in February 2011.



Mr. Suzuki, Saza Coffee



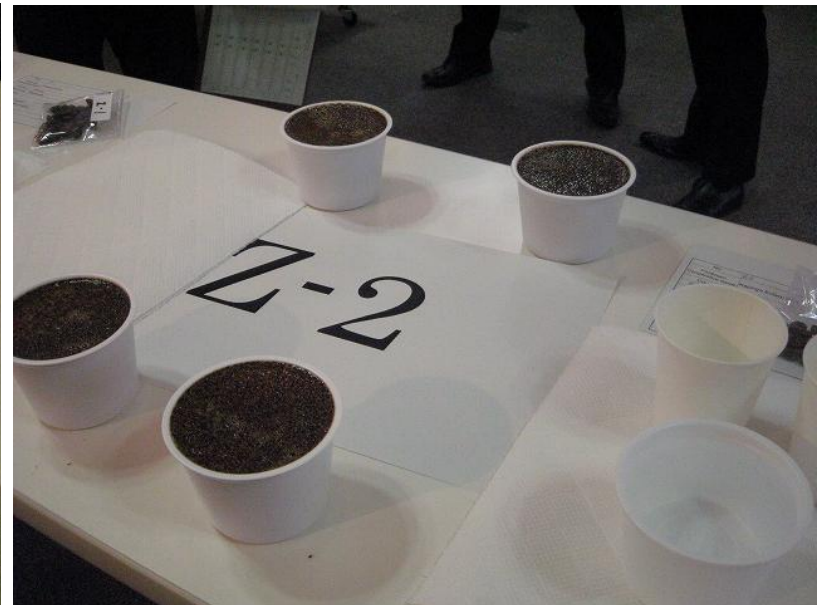
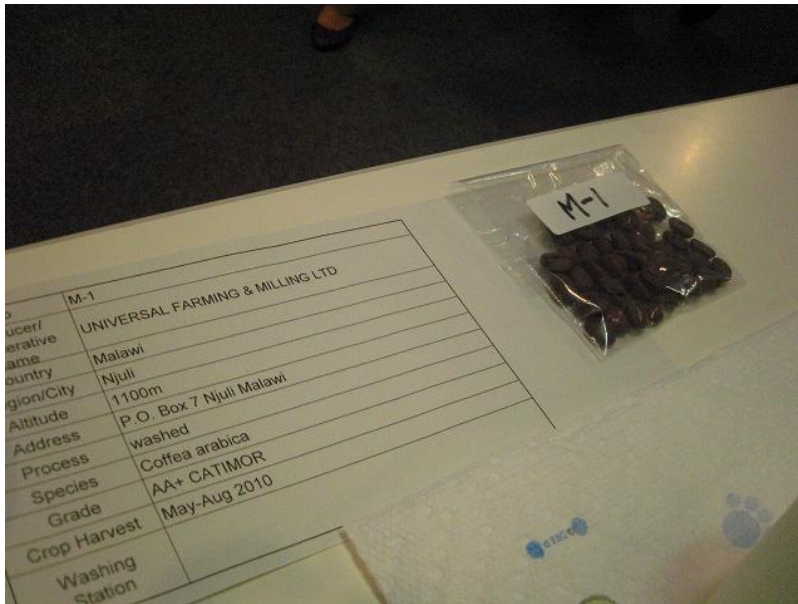
Mr. Sekine, Wataru



Mr. Maruyama, Maruyama Coffee Mr. Minamikawa and Ms. Tani, Tully's Coffee

# 3. Samples

- All the 13 samples are winner of “Taste of Harvest” in the local competition in 2010.
- 5 samples are from Malawi, 2 from Zambia, 3 from Burundi, and 3 from Uganda.
- Samples have been stored properly by EAFCA and shipped to Japan in May. They were roasted and grinded one day before the event.



# 4. Cupping Scores

- Cupping was conducted according to the (simplified) SCAJ method using SCAJ cupping form, which is similar to that of Cup of Excellence. The score is calculated considering the following 8 characteristics; flavor, aftertaste, acidity, mouth feel, clean cup, sweetness, balance, and overall. (That means score is normally 4 to 10pts lower than that of SCAA. Though there is no strict definition, some buyers consider 80pts or above as “specialty coffee” grade.)
- In the session, the score range from 77 to 84, and a sample from Muzuzu Coffee Planters Coop of Malawi (M-3) received the highest score.

Sample Info				Distribution of scores (by SCAJ cupping form*)					Average Score
No.	Producer/Cooperative Name	Country	Region/City	above 87	86-84	83-80	79-76	below 75	
M-1	UNIVERSAL FARMING & MILLING LTD	Malawi	Njuli	0	7	7	1	2	82.2
M-2	SABLE FARMING	Malawi	Limbe	0	0	6	5	2	79.3
M-3	MZUZU COFFEE PLANTERS COOP	Malawi	Luwingu	2	11	2	2	0	83.9
M-4	ZOA COFFEE	Malawi	Thyolo	0	2	5	7	6	80.0
M-5	SABLE FARMING	Malawi	Limbe	0	0	16	1	6	80.4
Z-1	Chisoba Farms	Zambia	Mazabuka	2	3	12	1	2	82.4
Z-2	Kapinga Enterprises	Zambia	Mazabuka	0	1	8	8	3	80.0
B-1	Webcor	Burundi	Gahahe	0	11	8	0	0	82.8
B-2	Sogestal Kayanza	Burundi	Kiryama	0	3	13	3	0	80.9
B-3	Webcor	Burundi	Gahahe	1	9	7	4	0	82.6
U-1	Kawacom (U) Ltd- Sipi Organic Utz Proj	Uganda	Kampara	0	0	3	13	3	76.8
U-2	NUCAFE - Kaptokwoi, member of Kaptanya Gp	Uganda	Kampara	0	0	1	11	5	76.9
U-3	Great Lakes Coffee Co. Ltd, Kapchorwa Relationship Coffee	Uganda	Kapchorwa	0	1	9	10	0	79.8

Number of participants to review session: 26

\*SCAJ method is similar to COE cupping form, scored by aroma, flavor, aftertaste, acidity, mouthfeel, clean cup, sweetness, balance, and overall evaluation.

# Ref: SCAJ Cupping Form / Scores of Each Cuppers

**SCAJ Cupping Form**  
**カップping フォーム**

Name 名前: \_\_\_\_\_ Session セッション: 1 2 3 4 5 Date 日付: \_\_\_\_\_

Sample サンプル \_\_\_\_\_

Roast ロースト COLOR \_\_\_\_\_ DEVIATION \_\_\_\_\_

Aroma アロマ <3> - 0 - +3  
Dry Dry 3 3 3  
Crest Crest 2 2 2  
Break Break 1 1 1

Defect 欠点・瑕疵 SCORE # x 4 = スコア  
i = <1> to <3> x 4 = < >

フレーバー 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8

後味の印象 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8

酸の質 H M L H M L

口にきんだ 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8

きれいなカップさ 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8

甘さ 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8

ハートモ二均衡性 0 4 6 8 0 4 6 8 0 4 6 8 0 4 6 8

総合評価 TOTAL

Scores of each cuppers

Cupper	M-1	M-2	M-3	M-4	M-5	Z-1	Z-2	B-1	B-2	B-3	U-1	U-2	U-3
A						81		84		82		82	
D	83	68	85	76	80	85	85	86	80	86	70	75	75
F	84	81	86	80	83	83	77	82	84	79	76	79	79
I	82	80			83	80	78	85	80	86	76		83
L	83	71	84	84	80	75	77	79	80	82	71	73	83
M	80	78	86	76	81	82	75	82	80	80	75	77	81
N	81	79	84	79	80	81	79	83	80	82	79	80	79
O	86	83	89	81	82	86	79	86	83	86	79	78	79
P	83	82	85	85	83	85	84	84	83	86	82	79	83
R	84	82	85	82	84	83	82	84	83	85	82	79	79
Q	84	87	82	85	68	90	83	82	77	78	79	78	82
S	79	80	82	76	83	85	84	83	83	86	76	75	83
T	80	80	84	83		80	80	82	82	84	79	79	79
U	84	83	84	83	84	83	82	79	80	82	76	76	78
V	80	80	81	78	80	80	81	83	82	80	75	70	77
W	81	76	79	72	76	81	75	82	77	79	78	74	78
<b>Average</b>	<b>82.2</b>	<b>79.3</b>	<b>83.9</b>	<b>80.0</b>	<b>80.4</b>	<b>82.4</b>	<b>80.0</b>	<b>82.8</b>	<b>80.9</b>	<b>82.6</b>	<b>76.8</b>	<b>76.9</b>	<b>79.8</b>
Number	15	15	14	14	14	16	15	16	15	16	15	15	15

# 5. Market Potentiality

- In addition to the scoring in SCAJ method, JETRO asked participants to whether they notice the high market potentiality in Japan, and if they have intention to purchase the particular sample. For this category, samples from Muzuzu Coffee of Malawi (M-3), Chisoba Farms of Zambia (Z-1), and two of Burundi sample from Webcor (B-1 and B-3) received high evaluation.

Sample Info				Evaluation of cuppers (by JETRO questionnaire sheet)				
No.	Producer/Cooperative Name	Country	Region/City	Aroma	Taste	Defects	Market Potentiality	Intention for Purchase
M-1	UNIVERSAL FARMING & MILLING LTD	Malawi	Njuli	13	13	1	7	5
M-2	SABLE FARMING	Malawi	Limbe	12	7	3	5	2
M-3	MZUZU COFFEE PLANTERS COOP	Malawi	Luwinga	20	17	1	15	11
M-4	ZOA COFFEE	Malawi	Thyolo	8	5	3	4	3
M-5	SABLE FARMING	Malawi	Limbe	15	8	1	7	6
Z-1	Chisoba Farms	Zambia	Mazabuka	17	17	2	11	7
Z-2	Kapinga Enterprises	Zambia	Mazabuka	11	8	6	5	3
B-1	Webcor	Burundi	Gahahe	21	20	1	14	9
B-2	Sogestal Kayanza	Burundi	Kiryama	17	16	1	9	7
B-3	Webcor	Burundi	Gahahe	19	21	0	15	11
U-1	Kawacom (U) Ltd- Sipi Organic Utz Proj	Uganda	Kampara	6	7	4	3	3
U-2	NUCAFE - Kaptokwoi, member of Kaptanya Gp	Uganda	Kampara	5	5	4	3	3
U-3	Great Lakes Coffee Co. Ltd, Kapchorwa Relationship Coffee	Uganda	Kapchorwa	13	11	2	9	4

Number of respondents: 22

Aroma: Number of cuppers who answers "very good" or "good (above the normal grade)"

Taste: Number of cuppers who answers "very good" or "good (above the normal grade)"

Defects: Number of cuppers who notice any kind of defects

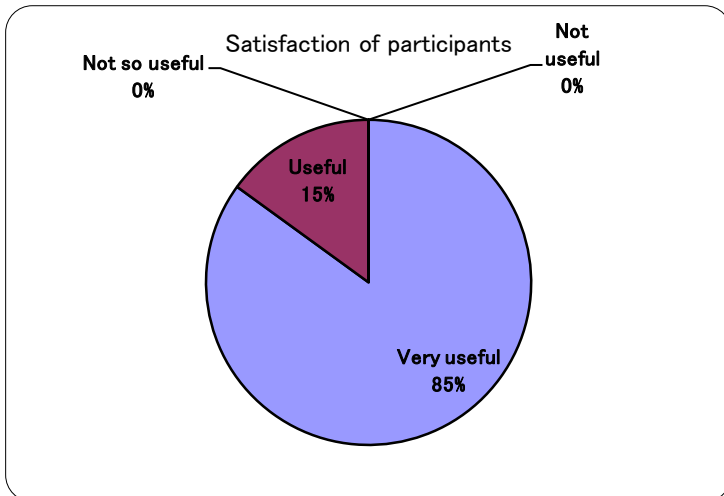
Market Potentiality: Number of cuppers who answers particular sample has "very high" or "high" marketability in Japan

Intention for Purchase: Number of cuppers who has "very high" or "high" interest to purchase the particular sample



# 6. Satisfaction of Participants

- JETRO asked participants to comment on the event. Respondents showed their satisfaction by 4 levels from “very useful” to “not useful” with reasons.
- All the 20 respondents answered the event was “very useful” or “useful”. They appreciated appreciated the good opportunity; to taste and compare the 4 producing countries, to create the profile of each sample, or to understand the potential to deal with new suppliers.



# 7. Comments on EAFCA/JETRO

- JETRO also requested participants to comment on EAFCA/JETRO by asking what kind of activities he/she expect from us. Some of them are following.
- Request and comments for EAFCA
  - Similar cupping event in Japan
  - Marketing idea to promote African coffee such as branding name "Mocha" and "Killimanjaro"
  - Promotion activities for consumers
  - Certifications can expand the marketability.
  - Support to participate EAFCA annual conference
  - Idea to differentiate each origins, marketing strategy
- Request and comments for JETRO
  - Chance to visit producers (business mission), specialy harvest season
  - Continuous support for information collection
  - Individual business matching
  - Proposal to improve logistics (roads and ports) in Africa
  - Tools and materials to promote African coffee
  - Japanese consumers expect unique characters to African coffees
  - Cupping events