Adding Value to Robusta

A Solution For a More Sustainable Future For Robusta Coffee Farmers

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

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1st Robusta Workshop
Kampala – August 2009
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)