



## A Q COFFEE SYSTEM UPDATE



Since we last published an *Origin to Cup* featuring the Q Coffee System in March 2007, the Coffee Quality Institute® has added six countries (to the original five) as in-country partners, and more than 600 coffee cuppers have achieved Licensed Q Grader status. CQI's activities around the world continually improve coffee quality and the lives of the people who produce it.

The Q Coffee System is widely recognized for defining and promoting standards for coffee quality. Only those coffees achieving 80 points (out of 100) or above can "wear" the Q signature.

Boyd Coffee Company buys and sells Q Graded coffees from participating coffee-growing countries, the original five certified Q Coffee countries: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua; and the recently certified countries: Colombia, Peru, Brazil, Mexico, Kenya and Ethiopia.

Many variables in roasting and brewing coffee affect the taste; however, the Q symbol confirms that the beans used

are among the highest quality in the world. Roasters and retailers purchasing Q Certified coffee show their dedication and commitment to quality.

In addition to CQI's core programs, they are always exploring other ways to enhance coffee quality and benefit the lives of growers and workers. Initiatives include programs focused on delivering cupping training to coffee producers, bringing leadership opportunities to

women in the coffee industry, and exploring new genomic technology for improving the coffee plant.

To learn more about the Q Coffee System, please visit [www.coffeainstitute.org](http://www.coffeainstitute.org).

## The Q Coffee Program Overview

The Q Coffee System provides valuable feedback to coffee growers and helps to connect quality sellers with quality buyers through a common language.

### Concept:

The Q Grading System, developed by the CQI, defines standards for quality, both cup and classification. The result is a grading certificate that offers potential coffee buyers a tangible measure of the individual flavor profile for a specific coffee lot.

### Goal:

To provide a value-added service to the industry by implementing cupping protocols at origin with the purpose of identifying high-quality coffee lots that would normally be blended and sold to commercial markets. By correctly

identifying specialty and premium coffees, CQI can offer roasters more opportunities to differentiate and provide an immediate way to increase farmer income.

### How It Works:

Coffees are submitted to a designated lab in the participating country of origin. The managing lab adheres to a defined procedure controlling the sampling, grading and reporting of results. Three Licensed Q Graders, none of whom has an ownership interest in the coffee, evaluate the sample; the averaged findings produce the final result.

### Did you know...

Boyd Coffee Company purchased the most Q certified coffee of any roaster in 2008.

At the backbone of the Q Coffee System are Licensed Q Graders, professional cuppers accredited by the CQI. These Q Graders must pass a rigorous three-day exam to earn their certification, comprising 22 sections on coffee related subjects, such as green grading, roast identification, coffee cupping, sensory skills and sensory triangulation. There are currently 627 Licensed Q Graders worldwide.

Those who pass the Q Grader Certification Course are authorized to use the Q logo and the nomenclature "Licensed Q Grader" as a professional accreditation.

Brian Howard, Boyd Coffee Company's Coffee Buyer, is a Licensed and Accredited Q Grader, and Boyd Coffee Company is represented on the Q Coffee Advisory Council.



## Why Is the Q Coffee System Important to Boyd Coffee Company?

When explaining a coffee's quality, it can be difficult to appear objective and unbiased – especially when it is a coffee you are selling. From the farmers to our customers, the Q Coffee System helps to provide a snapshot of a coffee's quality so everyone vested in this particular coffee understands why it is an excellent choice.

Through the Q Coffee System and the CQI, coffee growers learn sustainable practices that substantially improve their quality and yields for years to come. The CQI works with other sustainability organizations, such as the Rainforest Alliance, to assist with coffee-quality auditing and measurement through farm and coffee certification.

Ultimately, we all benefit because the Q Coffee System:

- **Ensures** that our coffee quality is consistently high, relative to protocol developed by the SCAA Standards Committee.
- **Simplifies** the search for quality coffee throughout the coffee world and gives us a standardized rating that is easily communicated from *Origin to Cup*.
- **Confirms** that coffee quality is truly the only sustainable value that benefits everyone throughout the coffee industry.

## KENYAN VIAGGIO® EARNS HIGH Q-COFFEE RATING

"Our Kenyan coffees have always been a favorite with customers, and now we can add the Q symbol, a certified recognition that these beans are among the highest quality in the world!" said Brian Juckeland, Boyds Coffee Marketing Manager, about the coffee's recent 87.75 Q Grading Score.

Brian Howard, Boyds Coffee Buyer, added that the last three or four lots of our Kenyan AA purchases scored quite high on the

Q Grading System, "This last lot achieved the 87.75 rating." He noted that Kenyan Viaggio's Q signature is proof that this is one of the finest coffees available.

Brian Juckeland emphasized that the score was significant, "... across the board. The rating was high for all points: balance, aroma, flavor and acidity, making this one of our most uniquely enjoyable coffees."

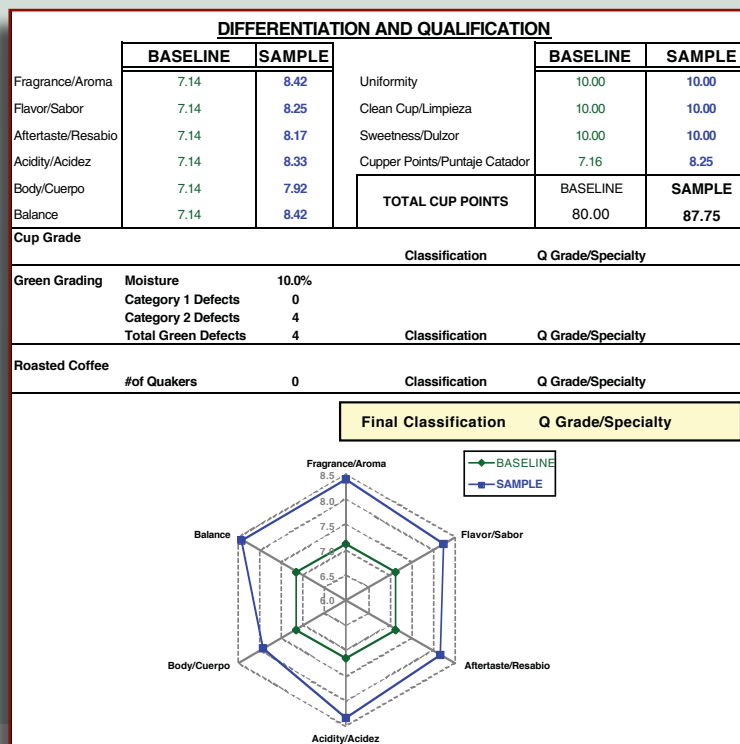
### About Kenyan Viaggio®

Kenyan Viaggio® is a unique coffee in that you can have it all by itself, just to enjoy, according to Brian Juckeland.

Brian added that it is most outstanding when brewed to the Golden Cup Award Standard in the Coffee Profiler®, or French pressed. In fact, he said it is one of Boyds best choices for French pressing because of its medium-to-thick body and citrusy flavor.

Whether brewed in the Coffee Profiler® or French pressed, the medium-roast Kenyan Viaggio® has top acidity, a bright aroma and beautiful appearance in the cup. It's made from Kenyan AA beans (AA is a size grade, meaning the beans are larger), with no broken beans or "quakers" (beans that don't roast well) in each lot.

### The "Star Chart" for Kenyan Viaggio®



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