



LOS PROCESOS POSTCOSECHA

UNA OPORTUNIDAD PARA RECONOCER
AL PRODUCTOR

Joel Shuler





GRACIAS!



ANACAFÉ
GUATEMALA

Joel Shuler



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- Masters of Agricultural Engineering from Universidade Federal de Lavras (UFLA)
- Q Grader Arabica, Robusta, Q Processing Instructor
- US Citizen, based in Brazil

casa brasil

GROWN IN BRAZIL, ROASTED IN TEXAS



Explore Brazil. One Cup at a Time



Everyone Deserves a Great Cup of Coffee

Outline

1. Paradigm Shift

- Historical
- New Paradigm
- Window of Opportunity

2. Issues We Face

3. What We Can You Do?





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CORNELI TACITI
AVM SCHOL

ARISTOTELIS
OPERA GR-LAT

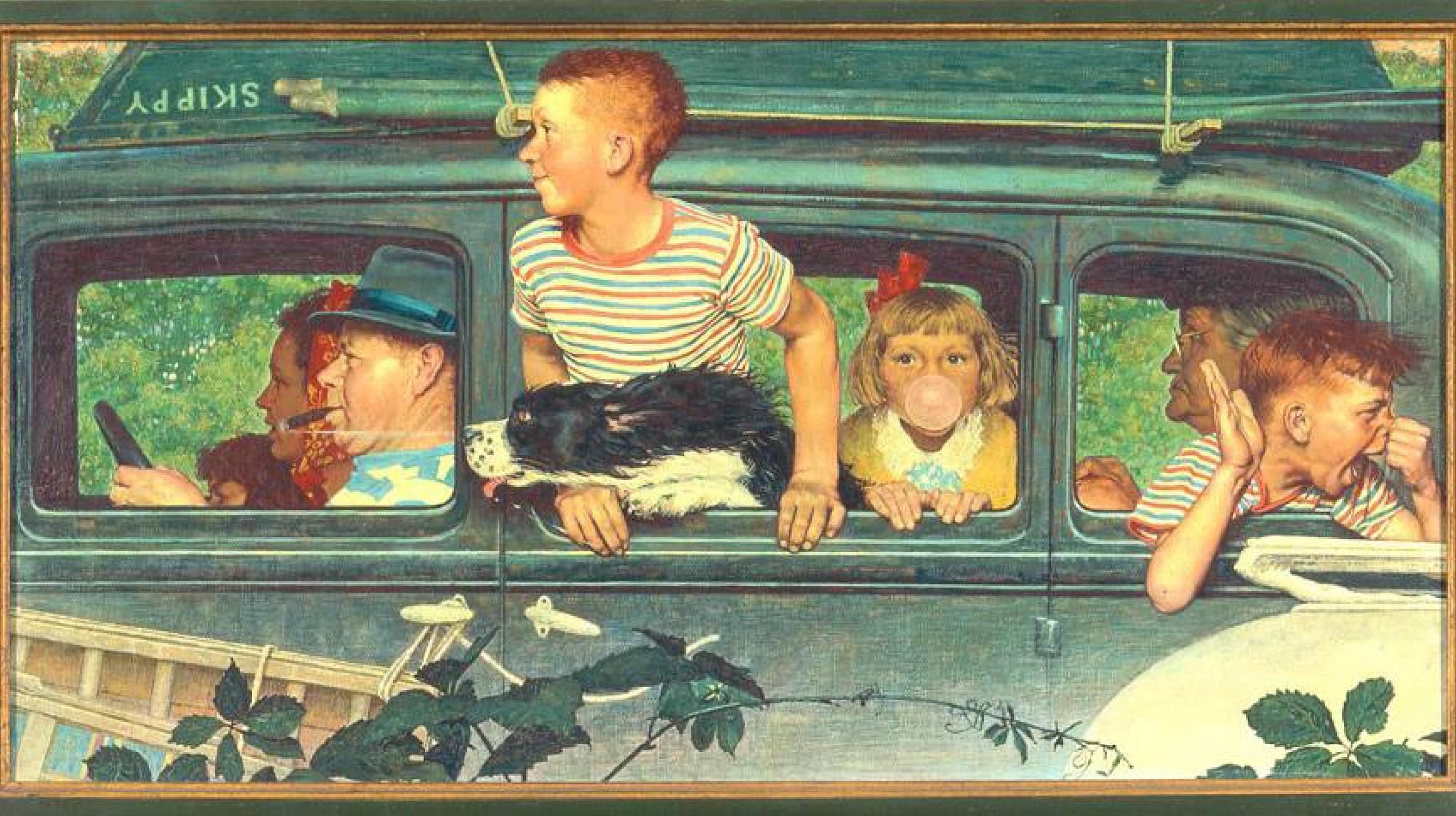
ZACV II
HIST. MED.

SENECA OPERA

CICERONIS
OPERA

Threnoi
de iynocaphistaram
Liber XV

TITL
LIVE









SKIPPY

Norman
Rockwell

RENNINGTON
LAKE



FROM MODERN PRODUCTION
TO IMAGINED PRIMITIVE

*The Social
World of Coffee
from Papua
New Guinea*

PAIGE WEST

1. Structural changes in global market since deregulation (late 1980s) resulted in third-party certification schemes meant to check and enforce social and ecological protections.

FROM MODERN PRODUCTION
TO IMAGINED PRIMITIVE

*The Social
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PAIGE WEST

2. Structural changes at global & national levels made invisible by certification because of media driven, sleight-of-hand. “The market” for certified coffee is configured as emerging from the socio-ecological morality of people in the global north.

FROM MODERN PRODUCTION
TO IMAGINED PRIMITIVE

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PAIGE WEST

3. This relies on images drawn from long-existing fantasy-forms of otherness with colonially-derived ideas about primitivity.

Well-meaning consumers buy certified coffee to enact a particular form of liberal politics--ideas about poverty and the role of the market in moving people in the global south towards the lifestyles deemed appropriate for them by people in the global north.

FROM MODERN PRODUCTION
TO IMAGINED PRIMITIVE

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PAIGE WEST

4. These fantasy-formed images do not match Papua New Guinean's ideas about self and subjectivity and have disastrous material consequences.

Instead of allowing market engagement in a more socially equitable and ecologically sustainable way, they actually can have the opposite effect, and serve as the basis for a very particular form of racism against Papua New Guineans.



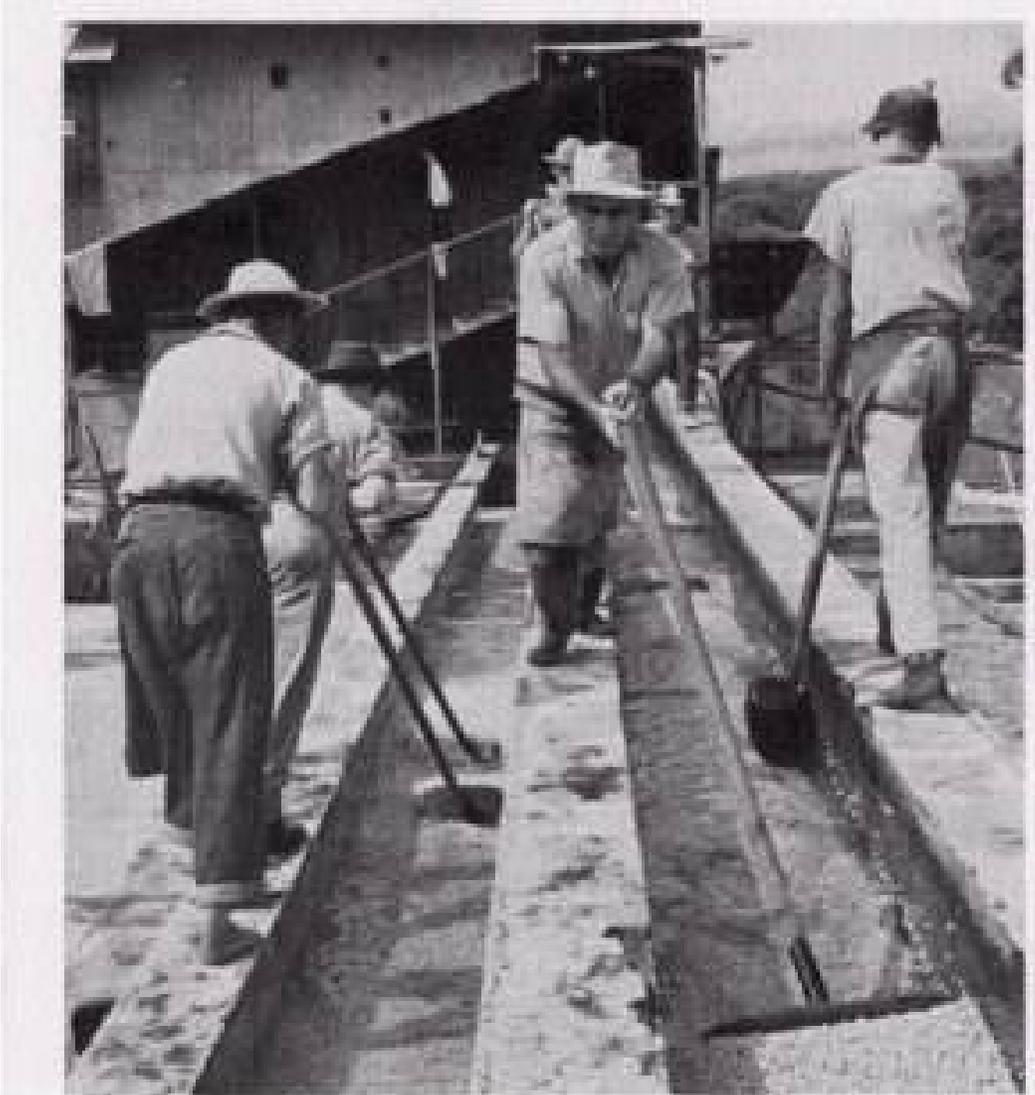
PARADIGM SHIFT





HOW ARE INNOVATIONS IN PROCESSING A TOOL TO ENACT A PARADIGM SHIFT?

Don't Mess it Up



Courtesy of Pan American Coffee Bureau

Flavor Partner



Amsterdam den 26 Septemb: 1774.

PRYS-COURANT

Van

COFFY en THEE.

Coffy.

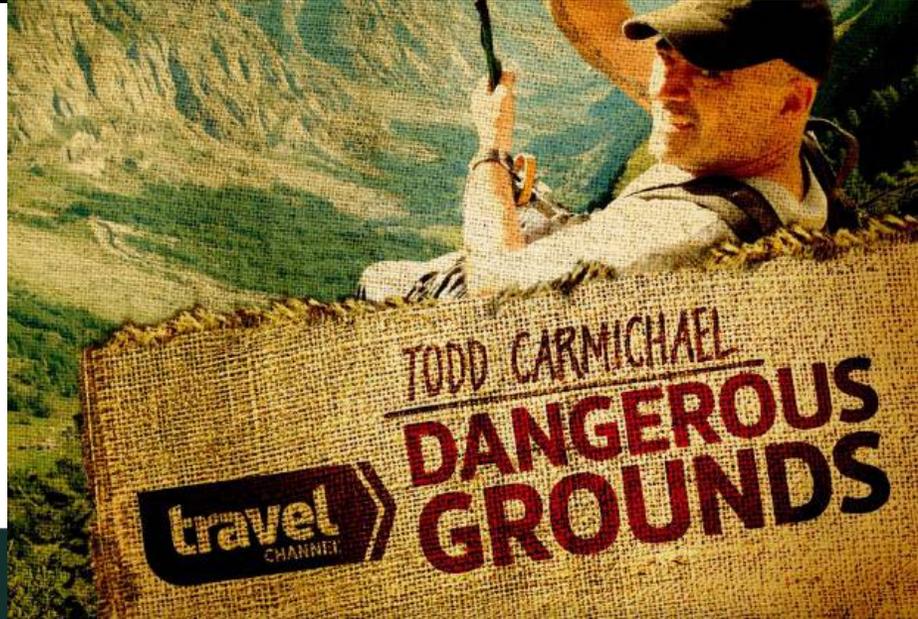
Levants of Mocha	ft. 14 1/2	
Java in Gogic, by de Baal	- 10 2/3	10 1/2
dito in Peperdoek, dito	- 10 4/8	10 1/4
dito 2de foort, dito	- 9 1/2	
Cylonge dito	- 4	
Bourbonge Geel	- 5	
dito Ordinair	- 9	
Martinique Blaauw	- 6 1/6	
dito Winkelsgoed	- 6 1/8	
Surinaams Blaauw	- 6 1/4	3/8
dito Winkelsgoed	- 6 1/8	
dito Onsfuyver	- 5 1/2	6
St. Domingo Ordinair	- 5 1/4	
dito Gemeen	- 5 1/2	

Vaaren,

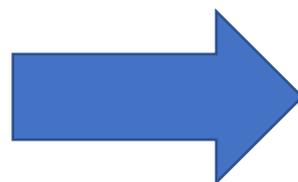


Old Paradigm

Value aggregation comes from 'place' and sourcing and transformation of 'inert' green bean into roasted beans and brewed beverage.



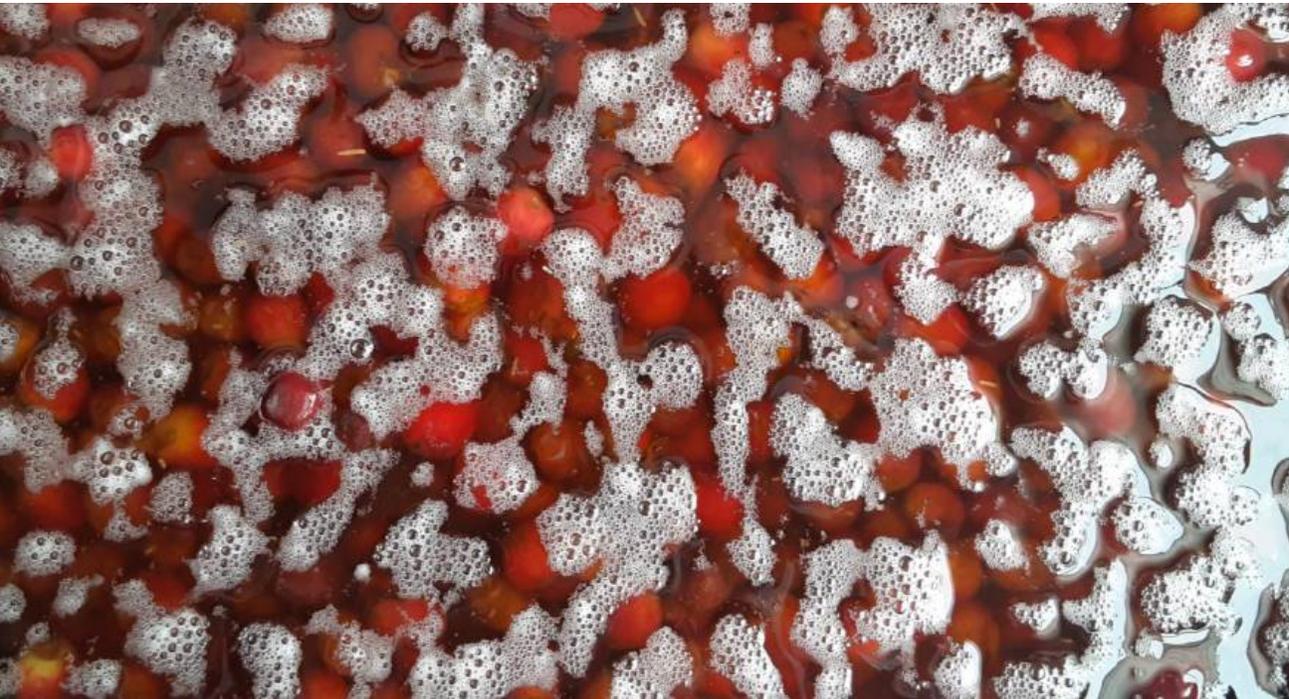
Post-Harvest Processing: Traditional methods tied to place and quality.



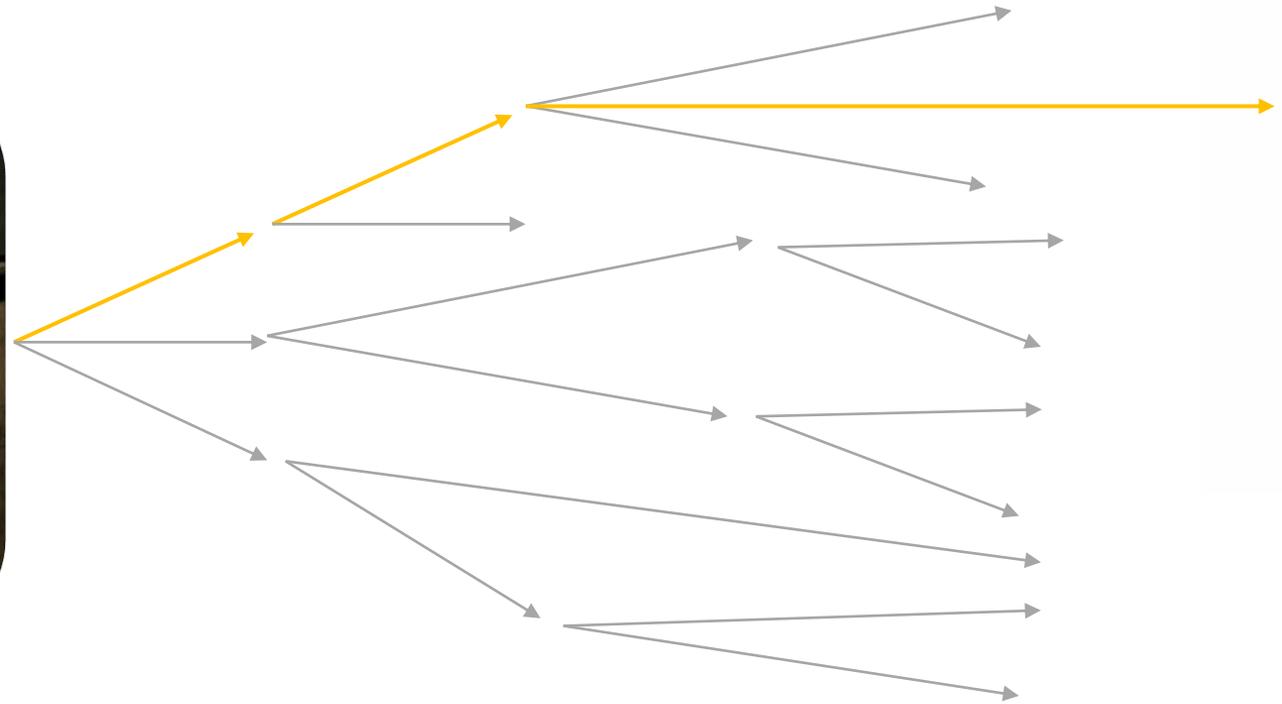


New Paradigm

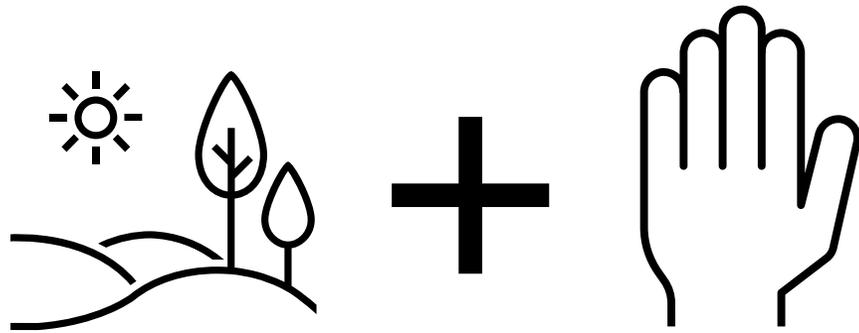
Value aggregation comes from 'place' + the skills and knowledge of coffee growers and post-harvest processors to determine a coffee's quality and flavor.



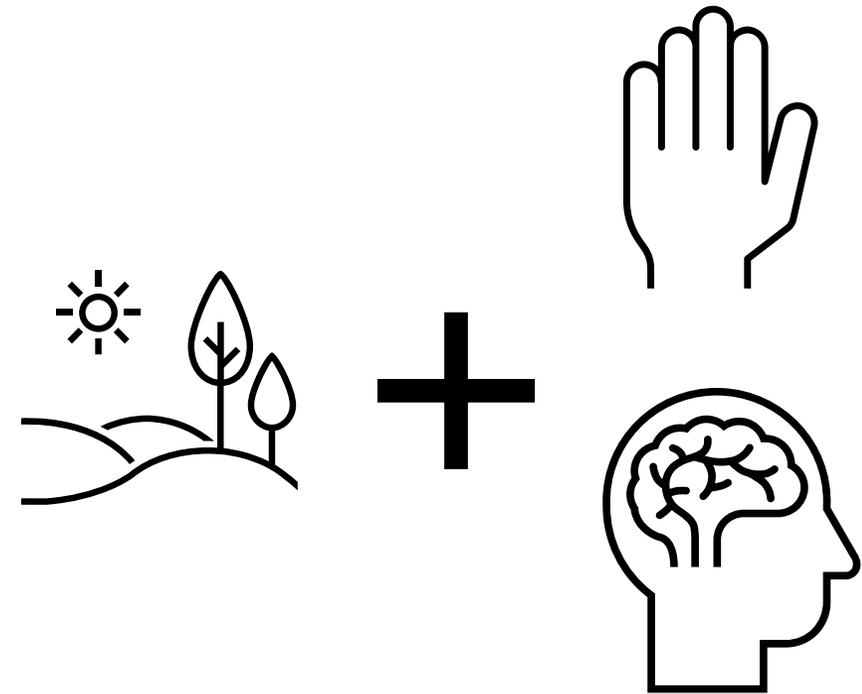
Post-Harvest Processing: Decisions to arrive at pre-determined profile



Old Paradigm



New Paradigm



Money follows respect.



**What
Hurdles Do
We Face?**



1. ASYMMETRIC FLOW OF INFORMATION





Generative AI tool Stable Diffusion amplifies race, gender stereotypes

By Shannon Thaler

June 9, 2023 | 1:05pm | Updated

How Artificial Intelligence Can Deepen Racial and Economic Inequities

4 minute read

The Biden administration must prioritize and address all the ways that AI and technology can exacerbate racial



**HUMANS ARE BIASED.
GENERATIVE AI
IS EVEN WORSE**

Stable Diffusion's text-to-image model amplifies stereotypes about race and gender – here's why that matters

By [Leonardo Nicoletti](#) and [Dina Bass](#) for **Bloomberg Technology + Equality**

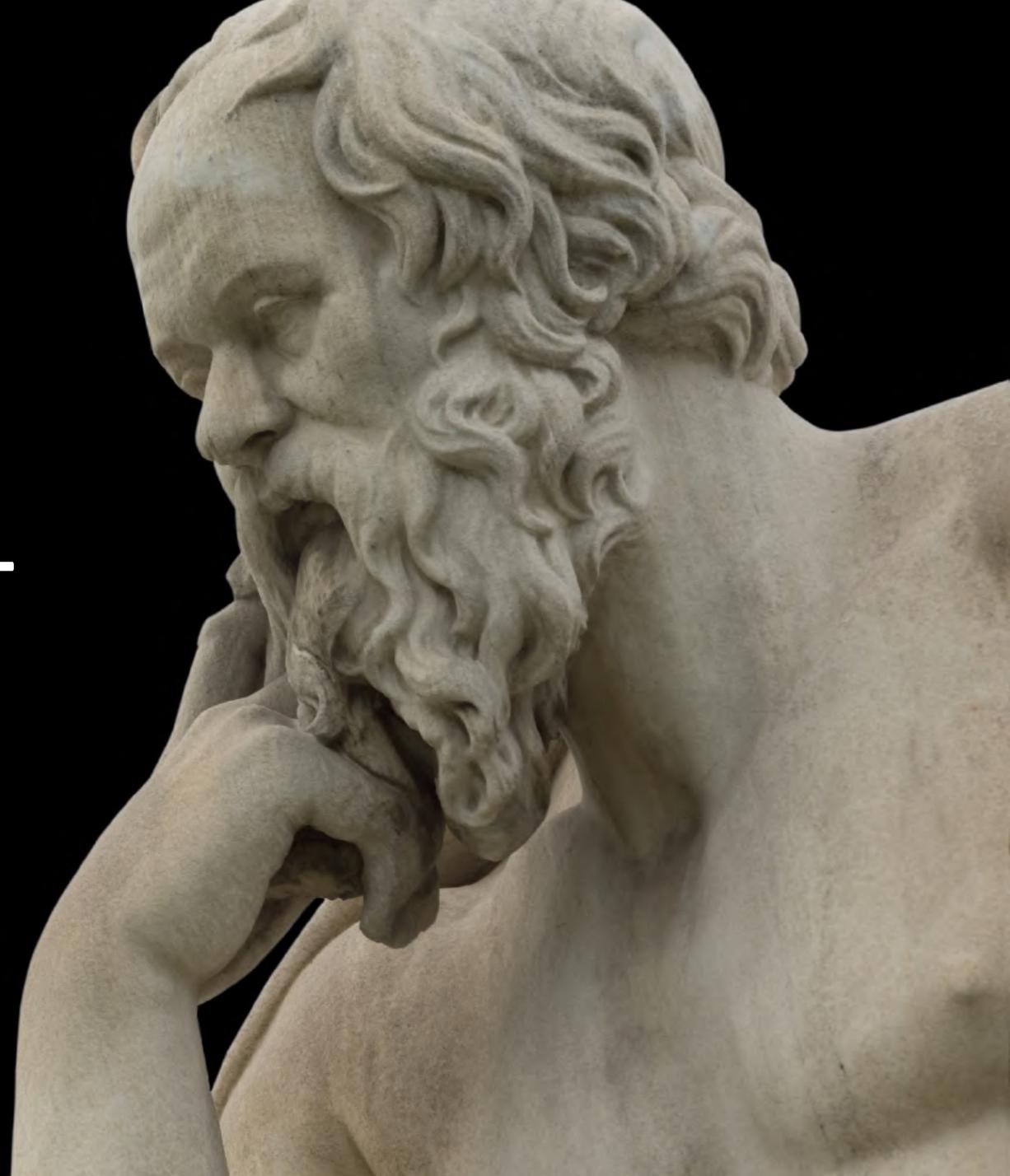
Bias in the machine: Internet algorithms reinforce harmful stereotypes

November 22, 2016

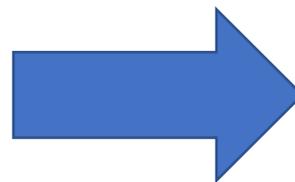
2. TOO FEW OF OUR 'COFFEE HEROES' ARE COFFEE GROWERS



3. COFFEE NEEDS THE WEST



4. NEW PROCESSING METHODS REQUIRE TRAINING AND TECHNOLOGIES





A new device merely
opens a door. It does
not compel one to
enter.

- Lynn White



What Can You Do?

1. CHANGE THE NARRATIVE



Change the narrative so that a coffee grower is not someone that a coffee drinker wants to help, but someone that they want to be



HOW CAN WE DO THAT?



- Actively tell the story of the coffee producer as an integral part of flavor creation and beverage quality.
- Highlight the use of new techniques and technologies vs providing a ‘rustic tie to the land.’
- Remember: Great coffee is not discovered. It is **created** by people making many complex choices, from plant genetics to drying rate.

Innovations in post-harvest processing provide a wonderful way of doing this!

2. SUPPORT POST-HARVEST PROCESSING TRAINING

Post-harvest processing provides a means for growers to increase the quality of their product, diversify their product portfolio, and gain recognition and respect.



3. ENCOURAGE PORTFOLIO DIVERSITY ACROSS THE SUPPLY CHAIN



4. FOSTER PRIVATE-PUBLIC PARTNERSHIPS



Foster private-public partnerships with local academic institutions.

UNIVERSITY OF ARKANSAS

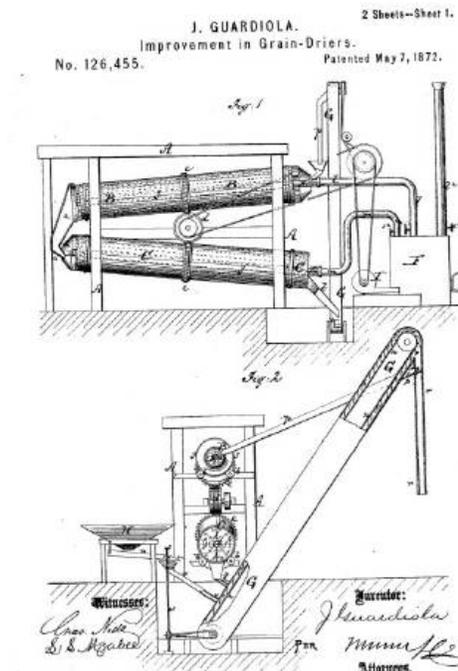
NEWS

Friday, April 01, 2022

TYSON FOODS ESTABLISHES CHAIR IN FOOD SAFETY

April 15, 2004

FAYETTEVILLE, Ark. — Tyson Foods Inc., the world's largest protein producer, has established



**John Deere Technology
Innovation Center at ISU**

5. KNOW WHAT YOU ALREADY HAVE



Cenicafé
Centro Nacional de Investigaciones de Café



**FUNDAÇÃO
PROCAFÉ**



For centuries, research institutions in coffee origins have risen to every challenge, making a luxury available to billions.

We are an industry whose product touches over 2 billion pairs of lips every day.





We are tens of thousands of coffee shops where conversations about coffee occur every morning.



We are some of the world's biggest corporations, with worldwide distribution and huge marketing budgets





If not us
then who?

If not now,
then when?

A person wearing a wide-brimmed hat and a light-colored shirt stands in the middle of a large field of harvested, golden-brown crops. The field is divided into sections by narrow concrete paths. In the background, a long, white wall runs across the frame. Beyond the wall, there are rolling hills and mountains under a clear sky. The overall scene is a rural agricultural landscape.

Gracias!

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ANACAFÉ

GUATEMALA

