



ANACAFÉ
GUATEMALA

CONGRESO DE LA
32
CAFICULTURA




Diseñando el Futuro del Café de Especialidad

La Evaluación del Valor del Café (CVA) y la
Agenda de Café Sostenible de la SCA.





Diseñando el futuro del café: La Evaluación del Valor del Café (CVA) de la SCA.

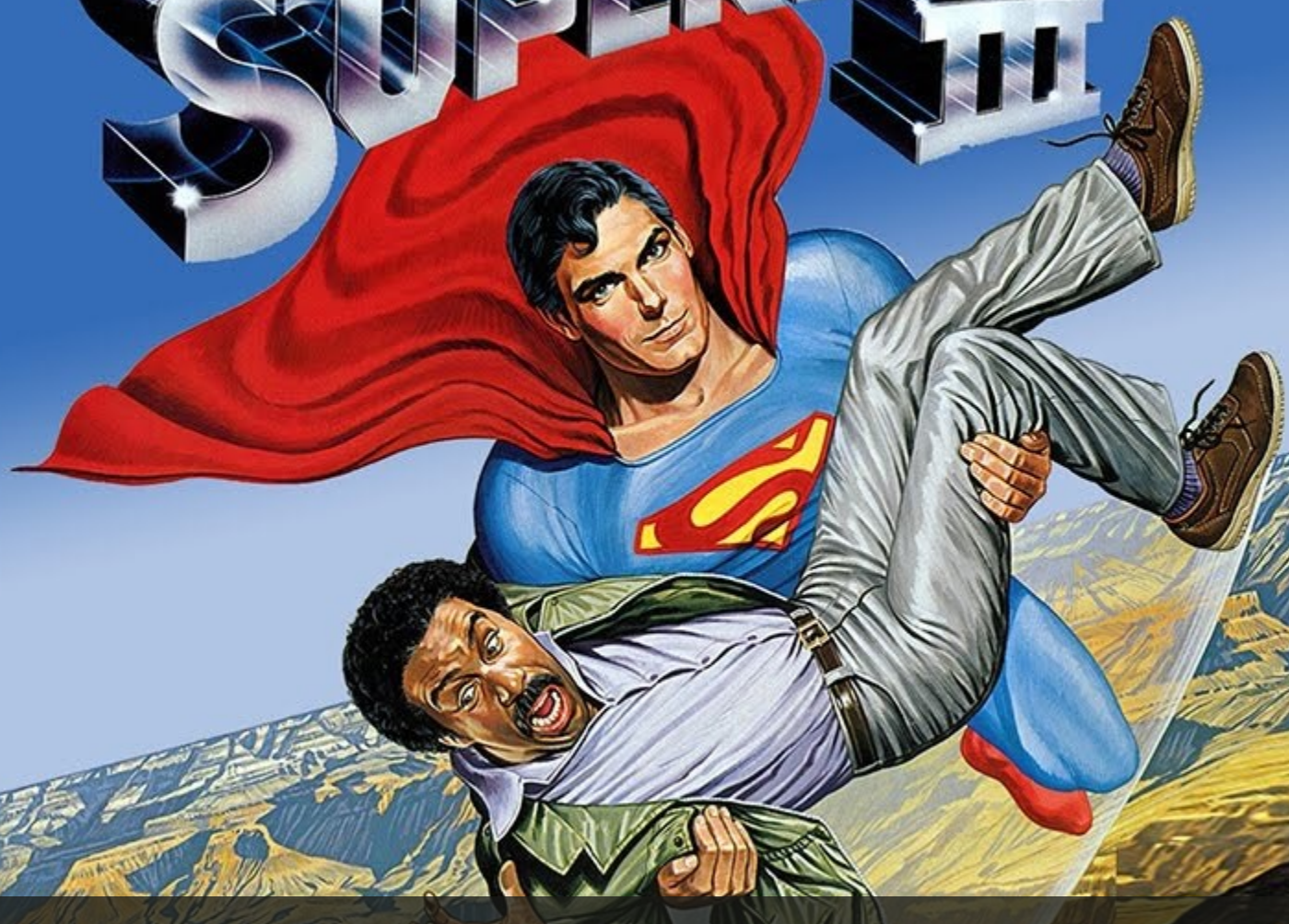
A miniature model of a coffee processing facility. In the foreground, several workers in hard hats and work clothes are using tools to process coffee beans. One worker is using a yellow tool to work on a large pile of dark brown coffee beans. Another worker is using a blue tool to work on a pile of coffee beans. In the background, another worker is using a long-handled tool to work on a pile of coffee beans. The scene is set in a large, open space with a light-colored floor and a dark background.

Ciudad de Guatemala, Julio 20 - 2023

Andrés Montenegro
Sustainability Director – Specialty Coffee Association



1 SUPERMAN III

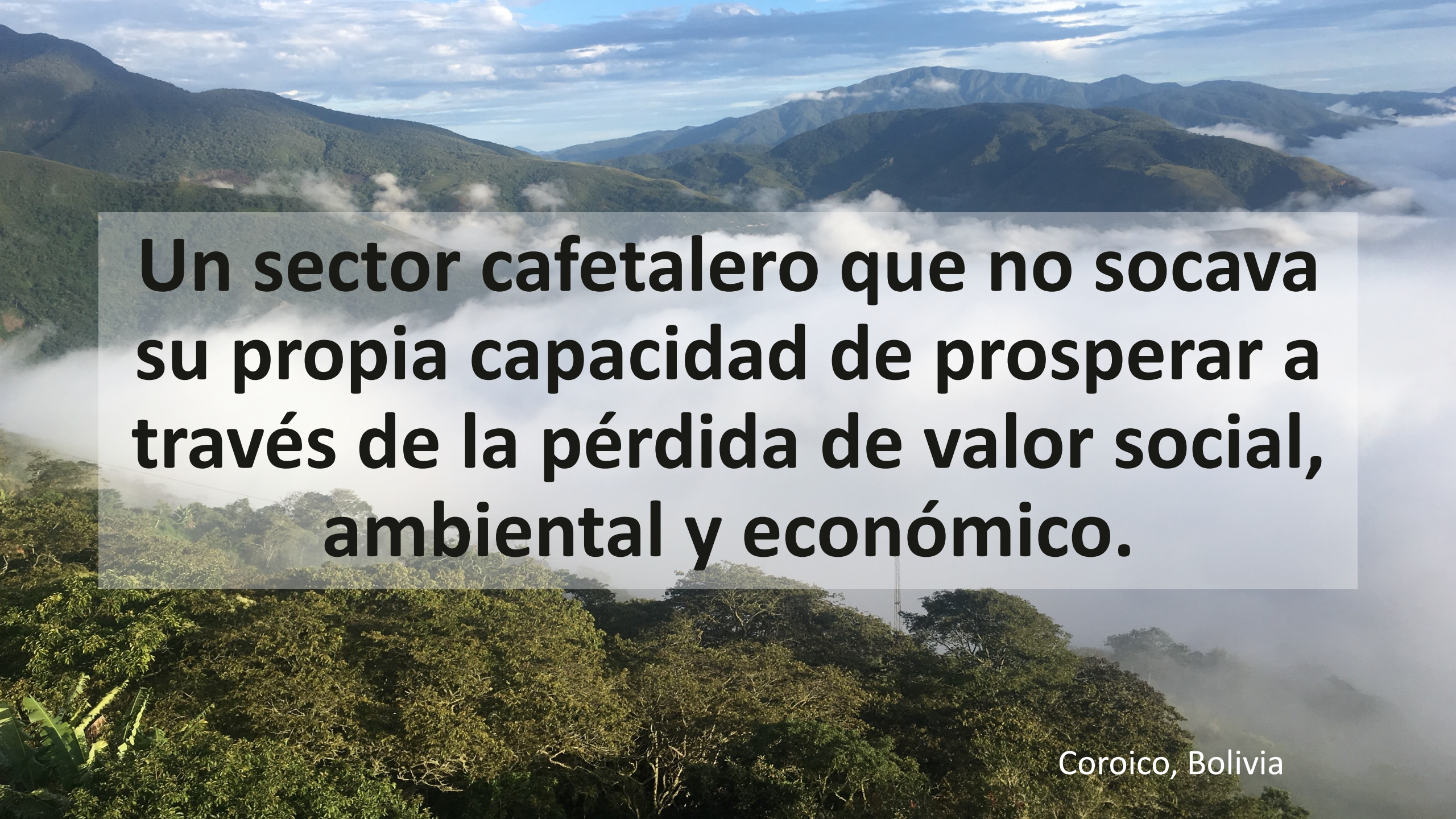


De resolver a diseñar...y anticipar

Un sector café sostenible

Coroico, Bolivia





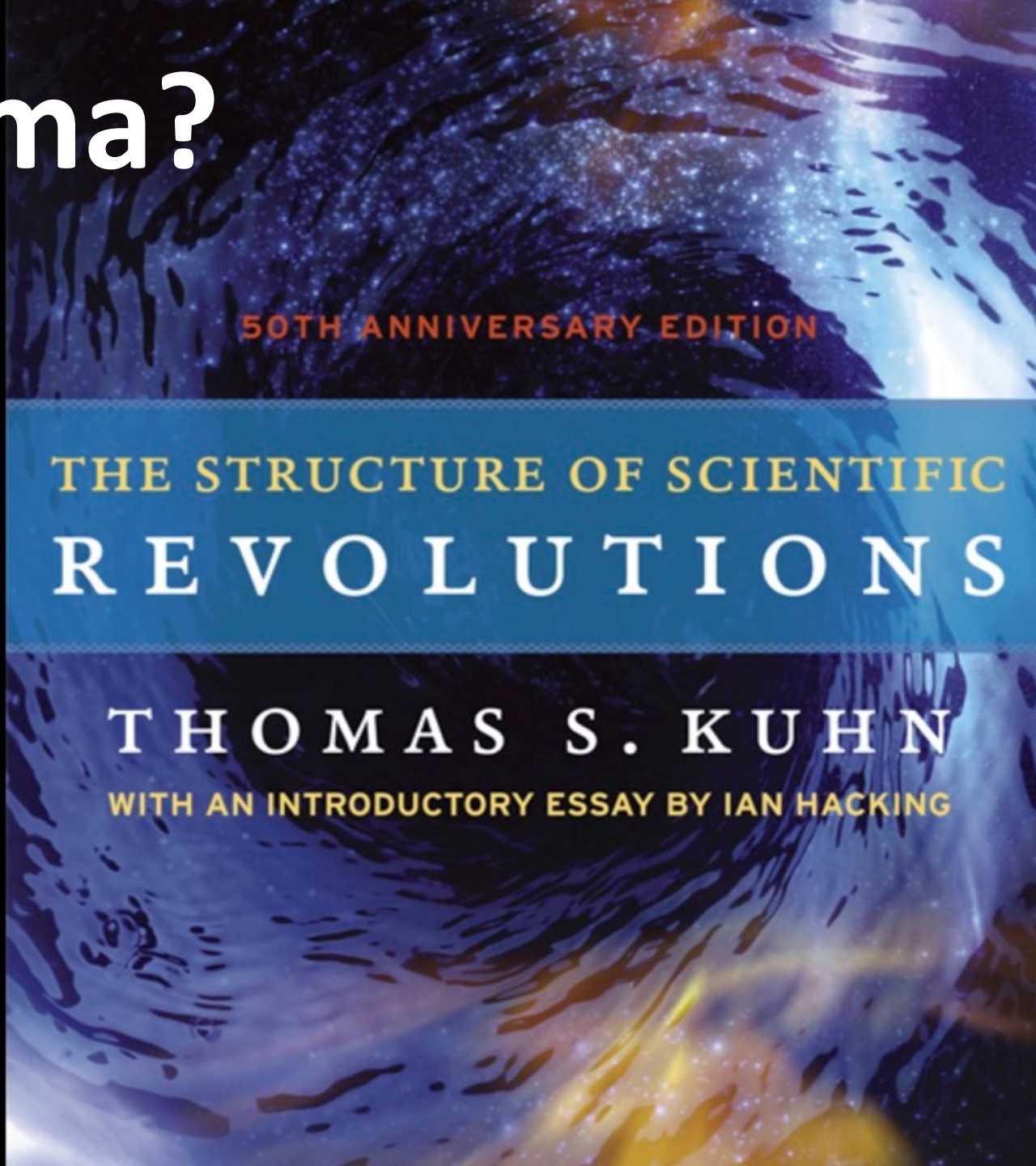
Un sector cafetalero que no socava su propia capacidad de prosperar a través de la pérdida de valor social, ambiental y económico.

Coroico, Bolivia

El nuevo paradigma?

*Innovación como
una meta o una
forma de pensar?*

...ambos?





William Ukers, All About Coffee (Todo Acerca del Café).

Izquierda: “Típica” configuración para tueste de muestras y pruebas-de-taza.

Derecha: Clarence E. Bickford.



SPECIALTY COFFEE ASSOCIATION OF AMERICA
HANDBOOK SERIES

The Coffee Cupper's Handbook

RECOMMENDED READING for SCAA SUBJECT AREAS:

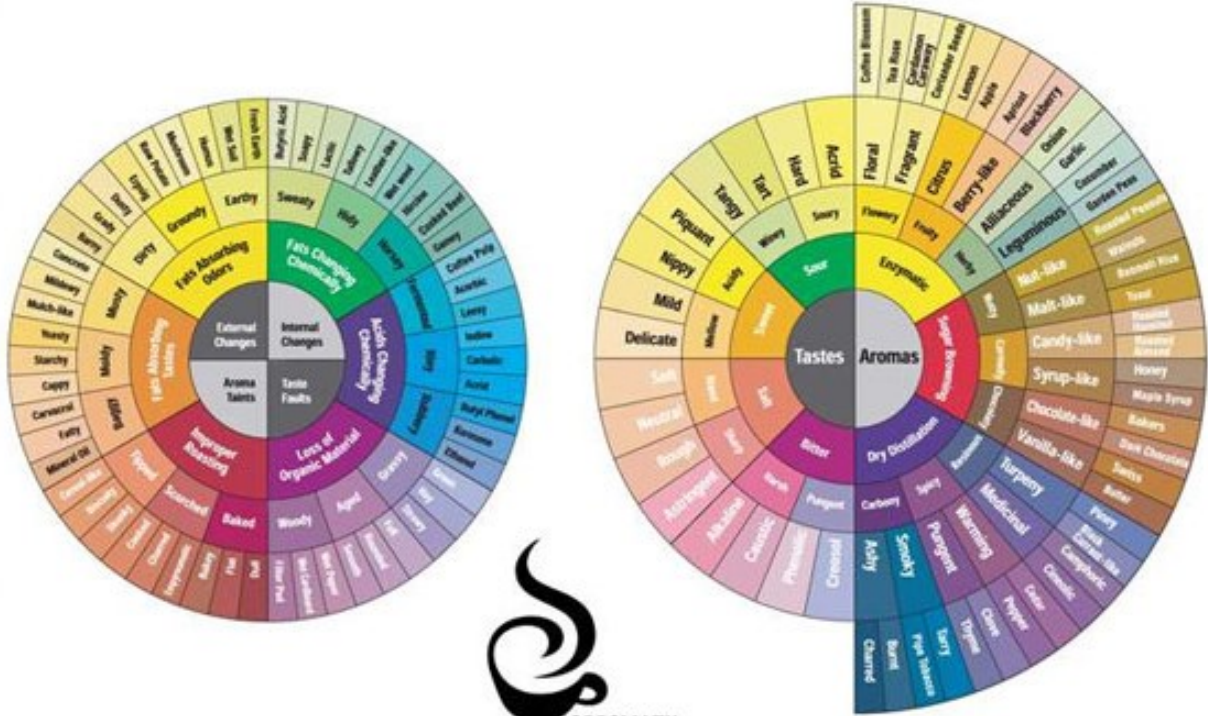
- GE | COFFEE GRADING and EVALUATION
- CB | COFFEE BUSINESS
- CP | COFFEE PREPARATION
- RP | COFFEE ROASTING and PROCESSING



A Systematic Guide to the Sensory
Evaluation of Coffee's Flavor

Fourth Edition

COFFEE TASTER'S FLAVOR WHEEL



330 GOLDEN SHORE, SUITE 50 • LONG BEACH, CA 90802 • TEL 562.624.4100 • FAX 562.624.4101 • WWW.SCAA.ORG



Specialty Coffee Association Arabica Cupping Form

Name: _____

Date: _____

Table no: _____

Quality Scale			
6.00 - GOOD	7.00 - VERY GOOD	8.00 - EXCELLENT	9.00 - OUTSTANDING
6.25	7.25	8.25	9.25
6.50	7.50	8.50	9.50
6.75	7.75	8.75	9.75

Sample No.	Roast Level of Sample	Fragrance/Aroma	Flavor	Acidity	Body	Uniformity	Clean Cup	Overall	Total Score
		Dry Quality Break	Aftertaste Intensity High Low	Level Heavy Thin	Balance Sweetness	Defects (subtract) Taint - 2 Fault - 4 # of cups Intensity <input type="checkbox"/> x <input type="checkbox"/> = <input type="checkbox"/>			
Notes:									Final Score

Sample No.	Roast Level of Sample	Fragrance/Aroma	Flavor	Acidity	Body	Uniformity	Clean Cup	Overall	Total Score
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Notes:									Final Score

El Salvador

Lavado

SL28

País El Salvador	Altura/Elevación 1,450–1,700 m.a.s.l.	Juan Jose Ernesto 'Neto' Menéndez Argüello belongs to the fourth generation of coffee farmers in his family. His father died in 1995. After completing his studies at university, Neto had the opportunity to start working in the coffee industry at J. Hill & Cia in 2000. He left J. Hill & Cia after five years and began his second coffee experience at JASAL.
Departamento Sonsonate	Tipo de Suelo Franco Arenoso	Both companies gave him the opportunity to meet 'Grano de Oro' from another perspective, allowing him to learn the art and passion of cupping. He says those are very important in his life, and that they give him the opportunity to apply the coffee knowledge and experience he's gained through the years.
Ciudad más Cercana Santa Ana	Precipitación Promedio 2,400 mm	Las Brumas is located between 45 to 60 minutes from Santa Ana city. It has a cultivated area of 60 hectares' worth of coffee yield, all of which is at an altitude ranging from 1,450 to 1,700 meters above sea level (m.a.s.l.). It produces around 600 bags of coffee each year, and has an area of 35 hectares of virgin mountain at an altitude from 1,700 to 2,000 m.a.s.l.
Finca: Finca Las Brumas	Tipos de Sombra Ingas, sunk, ciprés, and roble	The farm is located in the Sonsonate department near the area known as San Blas. Las Brumas has very rich volcanic soil; it's deep and very fertile, and has been generated by different Ilamatepec and Izalco volcanic eruptions throughout history.
Productor Juan Jose Ernesto 'Neto' Menéndez Argüello	Flora y Fauna Presente: Árboles de montaña, flores silvestres, venados, ardillas, armadillos, serpientes	One of the most important elements is the microclimate. It's very misty at the farm for most of the year, and that's why Neto decided to name the farm Finca Las Brumas. This amazing microclimate is generated when the warm air from the Pacific Ocean collides with the high peaks of Los Volcanes National Park (which comprises of the Santa Ana, Cerro Verde and Izalco volcanoes).
Variedad SL28		Due to its location between these three famous volcanoes in El Salvador, this unique microclimate reduces the amount of daylight that the coffee trees receive. This helps the coffee trees have a very slow photosynthesis, improving the maturation process; this, in turn, improves some attributes that are closely related to maturity, like the aroma, sweetness, acidity and flavor.
Proceso Washed		This is a medley of citrus and sugar . Up front it's like lemon icing , before shifting into sweet clementines with a little hint of brown sugar in the background. The fruit keeps going on the aftertaste with passionfruit and orange .



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Sample No.	Roast Level of Sample	Fragrance/Aroma			Flavor			Acidity			Body			Uniformity			Clean Cup			Overall			Total Score
		[Scale]			[Scale]			[Scale]			[Scale]			[Scale]			[Scale]			[Scale]			
		Dry	Qualities	Break	Aftertaste	Intensity	High	Level	Heavy	Balance	Sweetness	Defects (subtract)	# of cups	Intensity							Final Score		
		[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	Taint - 2	Fault - 4	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]			
Notes:																				Final Score			

Sample No.	Roast Level of Sample	Fragrance/Aroma			Flavor			Acidity			Body			Uniformity			Clean Cup			Overall			Total Score
		[Scale]			[Scale]			[Scale]			[Scale]			[Scale]			[Scale]			[Scale]			
		Dry	Qualities	Break	Aftertaste	Intensity	High	Level	Heavy	Balance	Sweetness	Defects (subtract)	# of cups	Intensity							Final Score		
		[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	Low	[Scale]	Thin	[Scale]	[Scale]	Taint - 2	Fault - 4	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]			
Notes:																				Final Score			

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		[Scale]			[Scale]			[Scale]			[Scale]			[Scale]			[Scale]			[Scale]			
		Dry	Qualities	Break	Aftertaste	Intensity	High	Level	Heavy	Balance	Sweetness	Defects (subtract)	# of cups	Intensity							Final Score		
		[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	Low	[Scale]	Thin	[Scale]	[Scale]	Taint - 2	Fault - 4	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]			
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		[Scale]	[Scale]	[Scale]	[Scale]	High	Heavy	[Scale]	[Scale]	Taint - 2	# of cups	Intensity	
						Low	Thin	[Scale]	[Scale]	Fault - 4	<input type="checkbox"/>	X <input type="checkbox"/>	= <input type="checkbox"/>
Notes:											Final Score		

Sample No.	Roast Level of Sample	Fragrance/Aroma			Flavor	Acidity	Body	Uniformity	Clean Cup	Overall	Total Score		
		[Scale]			[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]			
		Dry	Qualities	Break	Aftertaste	Intensity	Level	Balance	Sweetness	Defects (subtract)			
		[Scale]	[Scale]	[Scale]	[Scale]	High	Heavy	[Scale]	[Scale]	Taint - 2	# of cups	Intensity	
						Low	Thin	[Scale]	[Scale]	Fault - 4	<input type="checkbox"/>	X <input type="checkbox"/>	= <input type="checkbox"/>
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		[Scale]			[Scale]	[Scale]	[Scale]	[Scale]	[Scale]	[Scale]			
		Dry	Qualities	Break	Aftertaste	Intensity	Level	Balance	Sweetness	Defects (subtract)			
		[Scale]	[Scale]	[Scale]	[Scale]	High	Heavy	[Scale]	[Scale]	Taint - 2	# of cups	Intensity	
						Low	Thin	[Scale]	[Scale]	Fault - 4	<input type="checkbox"/>	X <input type="checkbox"/>	= <input type="checkbox"/>
Notes:											Final Score		

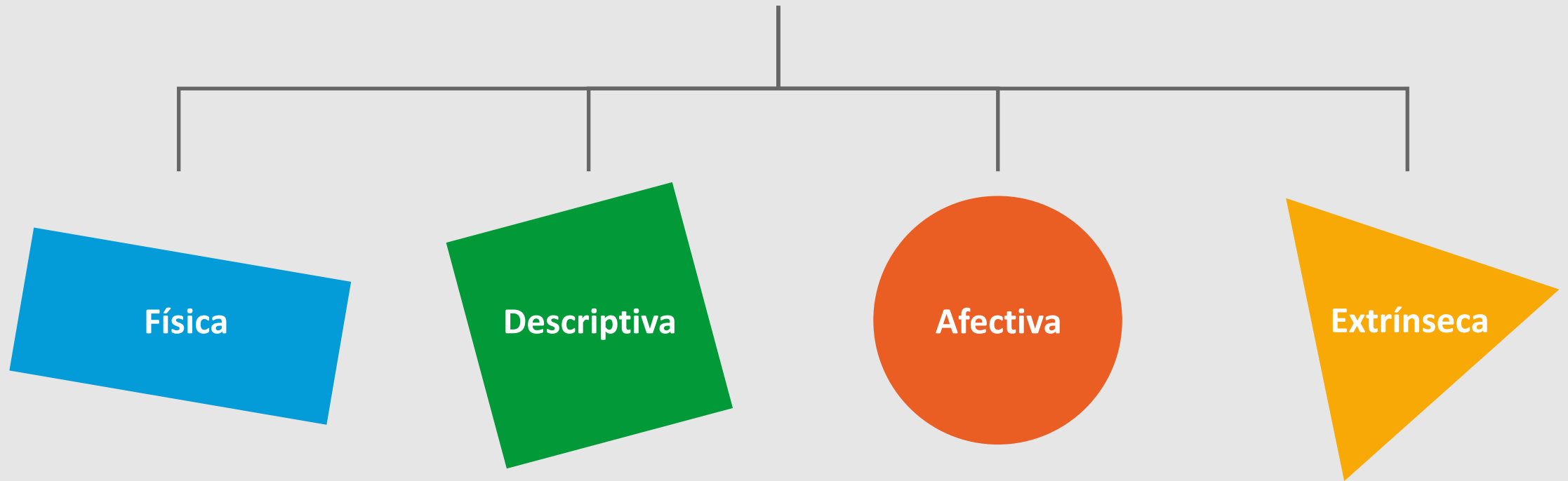
This form is designed and intended to be used in conjunction with the SCA Protocol for Cupping Specialty Coffee.





**Si aún no lo conocía...le
Presentamos la Evaluación de Valor
del Café de la SCA (CVA)**





SÍ

moldeamos mentalidades y **comportamientos empresariales**,
y generamos el **conocimiento práctico** necesario para
construir una industria de café próspera,

sí

moldeamos mentalidades y **comportamientos empresariales**,
y generamos el **conocimiento práctico** necesario para
construir una industria de café próspera,

ENTONCES

podremos fomentar la **distribución de valor equitativa** como
una herramienta para hacer del café de especialidad una
actividad próspera, equitativa y sostenible para todos los
actores en la cadena de valor.

Aprendiendo y dejando emerger el futuro

01

Necesitamos ver más allá de la superficie, como un iceberg, las formas de pensar (mentalidad) nos dirige hacia comportamientos y prácticas (que generan resultados que nadie quiere).

02

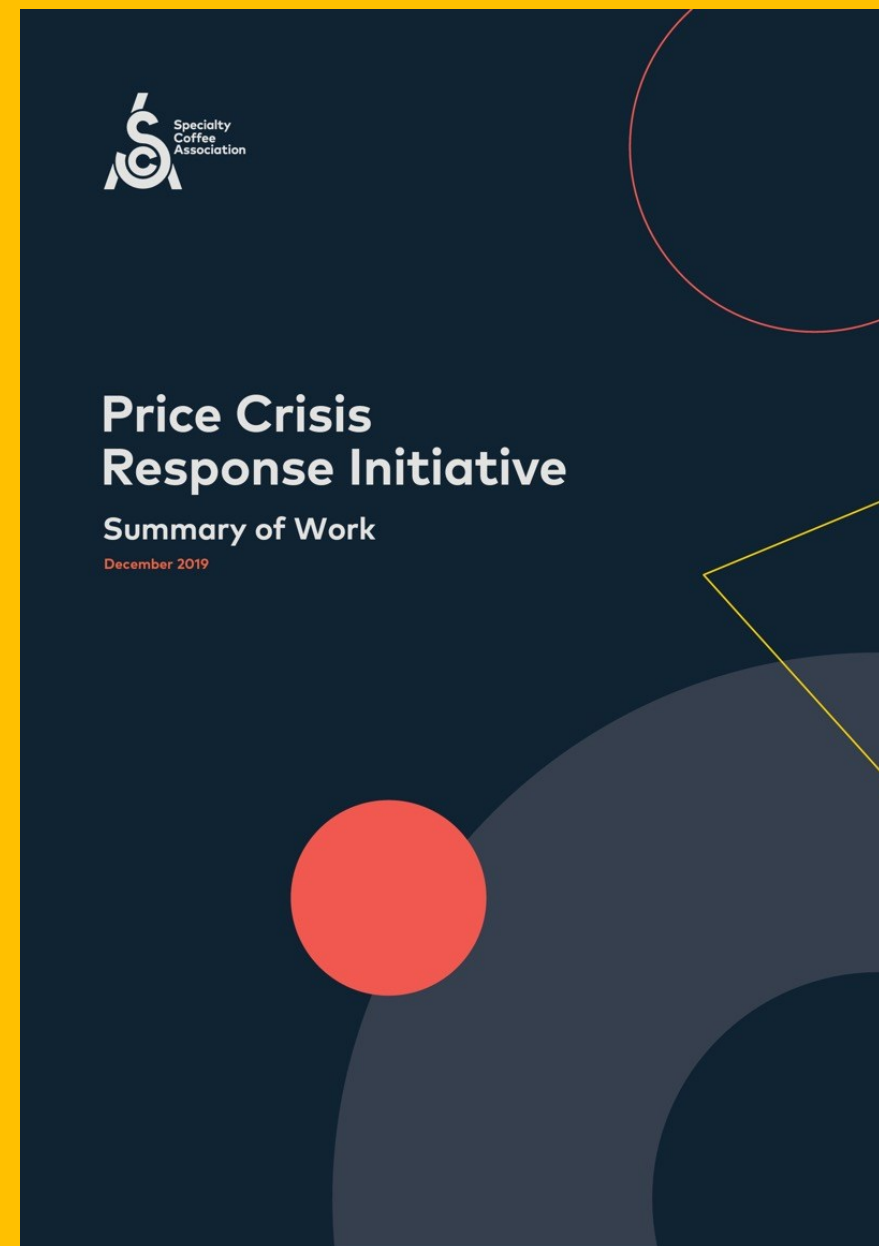
Los sobrepuestos del café de especialidad no son suficientes.

03

El café es una pieza en el Sistema Agro-Alimentario más grande, con todo el potencial pero con limitaciones similares en términos de desigualdad y distribución del valor.

04

Desde la crisis de precios del 2000's y 2018-2019, tenemos más preguntas que respuestas. Pero la distribución equitativa del valor podría verse como (la) una causa raíz clave a resolver.



Entender





Entender



Medir



Entender



Medir



Identificar



Entender



Medir



Identificar



Redistribuir



Entender



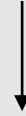
Medir



Identificar



Redistribuir



**Construir un futuro
más fuerte**

An abstract graphic design featuring a central yellow triangle containing the text "2030...". The background is light gray and includes several other geometric elements: a green trapezoid with two dark gray diagonal stripes in the top left; a blue triangle in the top right; a large orange circle on the right side; a large orange circle in the bottom left; and a cluster of four dark gray parallel lines in the bottom right, arranged in a pattern that suggests a stylized '4' or a similar symbol.

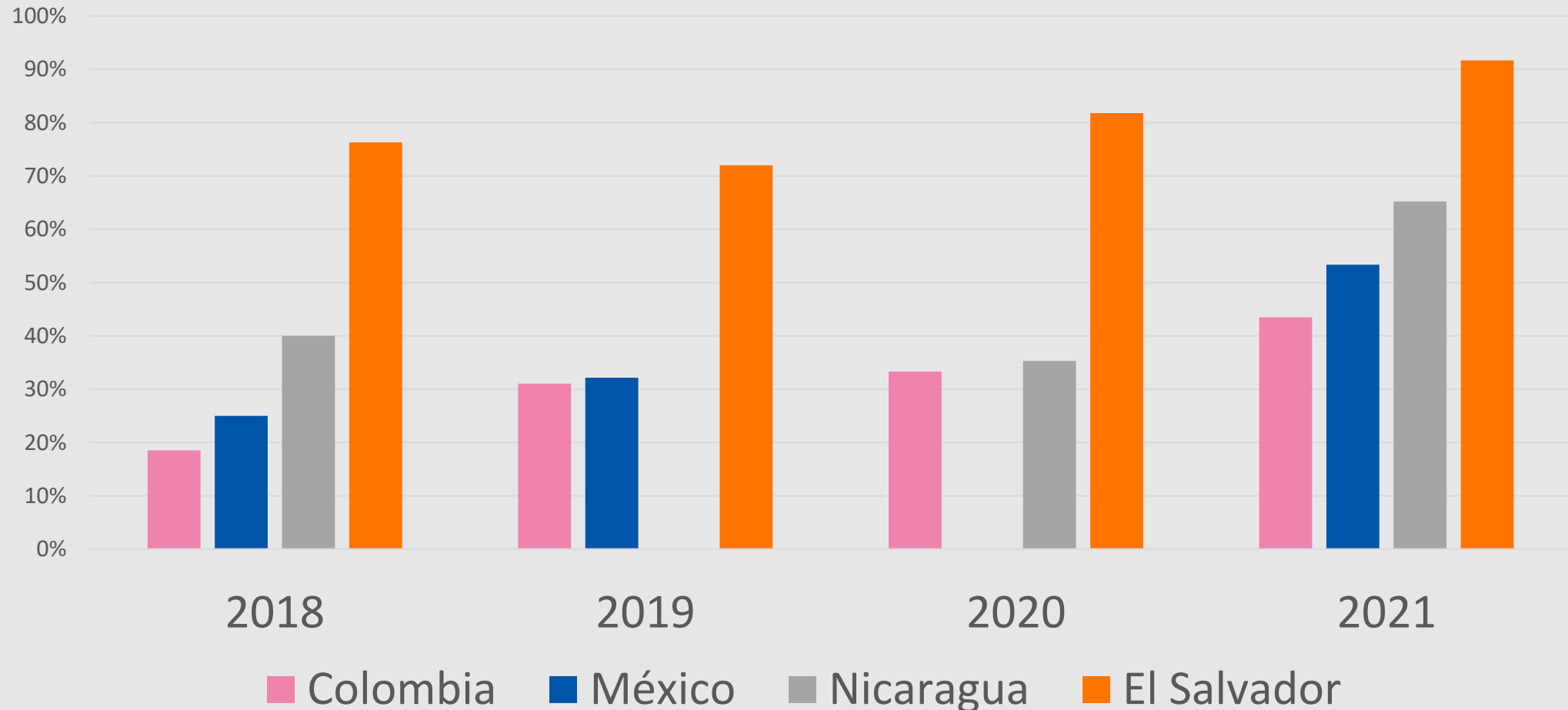
2030...



certification
cupping score
physical appearance
roast color
farm name
country of origin
size
flavor profile
graded

Atributos y Preferencias: Percepción de valor

Lotes ganadores en Taza de Excelencia con procesos diferentes a lavado (%)



WHAT EXPLAINS SPECIALTY COFFEE QUALITY SCORES AND PRICES: A CASE STUDY FROM THE CUP OF EXCELLENCE PROGRAM

TOGO M. TRAORE*

Department of Agricultural Economics and Rural Sociology, Auburn University, Auburn, Alabama

NORBERT L.W. WILSON

Friedman School of Nutrition, Tufts University, Boston, Massachusetts

DEACUE FIELDS III

Department of Agricultural Economics and Rural Sociology, Auburn University, Auburn, Alabama

Abstract. This study investigates the effects of material and symbolic quality attributes on the Cup of Excellence specialty coffee quality scores and prices. The estimates from the quality score equations suggest that material attributes are important determinants, but symbolic attributes have a greater explanatory power. The hedonic price estimations show that specialty coffee prices are mainly determined by symbolic attributes and market conditions such as the number of coffees in the auction. Overall, the study reveals that fruity, floral, sweet, spice, and sour acid are cuppers' and buyers' most favorite coffee flavors and aromas.

Keywords. Coffee Taster's Flavor Wheel, Cup of Excellence, hedonic model, quality attributes, specialty coffee, truncated regression

JEL Classifications. C24, D44, Q13



Asimetría de Información

The image features a central blue rectangular box containing the text "Nuestro Compromiso" in white. The background is a light gray with several overlapping geometric shapes: a green trapezoid in the top-left, a large orange circle in the top-right, a smaller orange circle in the bottom-left, and a yellow trapezoid in the bottom-right. Several dark gray diagonal stripes are scattered across the composition, some overlapping the colored shapes.

Nuestro Compromiso

Nuevo Paradigma en el Descubrimiento del Valor



Evaluación física

conteo de defectos



Descriptiva

atributos sensoriales



Afectiva

impresión de calidad



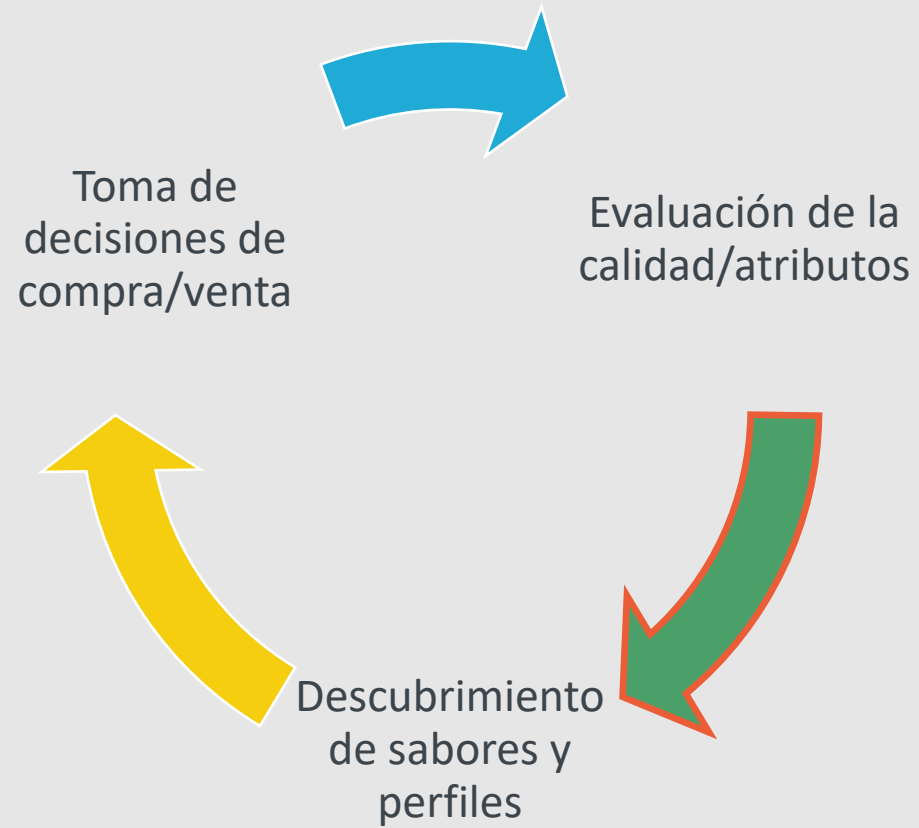
Extrínseca

atributos de información

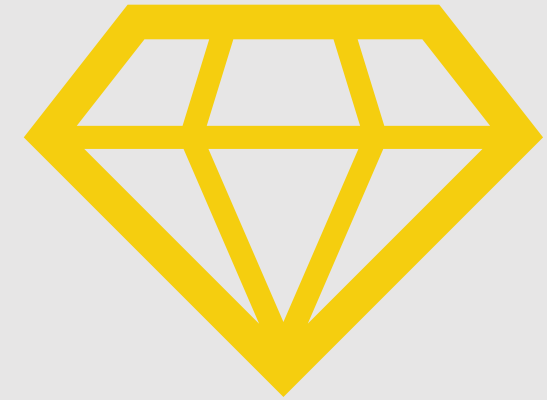


Descubrimiento del valor

La cata está aquí



ENTENDIMIENTO



DEL VALOR

ENTIENDO



PRODUCTO

ENTIENDO



MERCADO

MAXIMIZO



VALOR

¿en qué estamos y qué sigue?

01

Se ha lanzado la versión beta del protocolo, junto con tres formatos: descriptivo, afectivo y combinado.

02

Se ha lanzado la versión alfa del formato de evaluación extrínseca, y se completará investigación con usuarios en 2023.

03

Se ha convocado a los *Primeros Usuarios* a ayudarnos a refinar las evaluaciones y apoyarnos en investigación adicional que se necesita para el desarrollo faltante.

04

Se están y estarán ofreciendo talleres, reuniones y cursos sobre el protocolo.

05

Se están y se seguirán integrando las observaciones que se reciban de la versión beta en un estándar provisional a ser ratificado.



Más información sobre cómo participar dentro de los *Primeros Usuarios* o manifestar su interés

Para empresas:

Patron, Early Adopter, and Beta-users
(*Patrocinador, Primeros Usuarios, Usuarios beta*)

Para individuos:

Ambassador, Enthusiast
(*Embajador, Entusiasta*)

sca.coffee/cva-early-adopter





Descargue la versión beta del *Protocolo de evaluación del Café de la SCA*

Una “fotografía en alta resolución” integral de un café, tomando en cuenta cuatro tipos de evaluación, realizadas separadamente para evitar el sesgo.

La evaluación completa sirve como una herramienta para el descubrimiento del valor, creando un registro transparente de los atributos valorados en un café.

sca.coffee/value-assessment



SCA



Insurance Companies
Help actors manage financial risk

Intercontinental Exchange (ICE)
Builds and operates technology that provides market information to actors; hosts venues for commodity trading

Research Institutions
Supports the public image of actors; processes products



GRACIAS!

ANDRÉS M. MONTENEGRO J.

andresm@sca.coffee

