

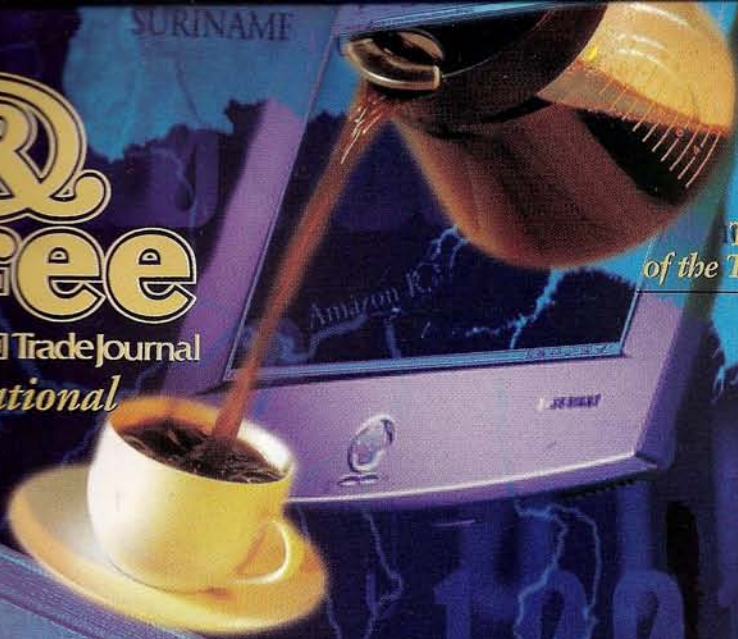
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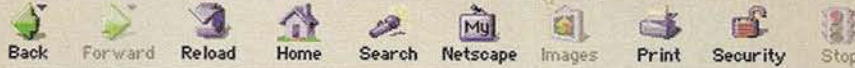


**THE GRAND
EXPERIMENT:
BRAZIL INTERNET
AUCTION**

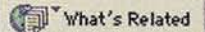
**RESTAURANT
COFFEE SIZZLES**

**TEA'S REGIONAL
TRENDS**

www.teaandcoffee.net



Location: <http://www.internetauction.com/BRAZIL>



Brazil

Internet Auction:

The Grand Experiment

By Susie Spindler



Netscape: List of Auctions

There are 10 auctions.

Item	Bags	Bid	Value	High Bidder	Description	Time	Status	
BOP110	102	\$1.88	\$194,800.00	C18E2A	Carambola (C)	0:00:00:00	Closed	
BOP109	44	\$1.88	\$84,000.00	988A04	Carambola (C)	0:00:00:00	Closed	
BOP108	134	\$1.46	\$195,876.00	C18E2A	Carambola (C)	0:00:00:00	Closed	
BOP107	100	\$1.88	\$188,000.00	9C27BF	Carambola (C)	0:00:00:00	Closed	
BOP106	99	\$1.42	\$140,558.00	D28CA3	Carambola (C)	0:00:00:00	Closed	
BOP105	40	\$1.81	\$72,379.00	BD5C7E	Carambola (C)	0:00:00:00	Closed	
BOP104	49	\$1.88	\$92,112.00	C18E2A	Carambola (C)	0:00:00:00	Closed	
BOP103	49	\$1.79	\$87,771.00	C18E2A	Carambola (C)	0:00:00:00	Closed	
				189.82	C18E2A	Carambola (C)	0:00:00:00	Closed
				158.79	9C27BF	Carambola (C)	0:00:00:00	Closed

ne-minute. Should you wish to update manually, click on "Update".
 ighlighted "Item Number".
 he auction item, click on the highlighted "Description Name".

Netscape: Found User

Welcome

User Agreement

COFFEE INTERNET AUCTION
 LIMITATIONS OF LIABILITY
 DENUNCIATION AND DISCLAIMER OF WARRANTY

USE OF THE COFFEE INTERNET AUCTION SITE IS AT THE BIDDER'S OWN RISK AND THE BIDDER AGREES TO HOLD HARMLESS THE Brazil Specialty Coffee Association (BSCA), the Specialty Coffee Association of America (SCAA), the International Coffee Organization (ICO), the Common Fund for Commodities, the International Trade Centre (ITC), and any provider of Telecommunications or Internet Services FOR ANY CONSEQUENTIAL, INCIDENTAL, AND/OR LIQUIDATED DAMAGES, IF ANY, THAT RESULTS FROM OR IS CLAIMED TO RESULT FROM THE BIDDER'S PARTICIPATION IN THE AUCTION, THE PURCHASE OF COFFEE AT AUCTION, AND THE RECEIPT OF COFFEE PURCHASED AT THE AUCTION.

IN ADDITION, THE BIDDER AGREES TO HOLD HARMLESS THE Cooperativa Regional de Cafeteiros dos Gerais Ltda. - Covered FOR ANY CONSEQUENTIAL, INCIDENTAL, AND/OR LIQUIDATED DAMAGES, IF ANY, THAT RESULTS FROM OR IS CLAIMED TO RESULT FROM THE BIDDER'S PARTICIPATION IN THE AUCTION AND THE PURCHASE OF COFFEE AT AUCTION, OTHER THAN DAMAGES ARISING FROM FAILURE TO CORRECTLY EXECUTE THE AGREED PURCHASE CONTRACT AS PER THE TERMS OF THE GREEN COFFEE CONTRACTS OF THE GREEN COFFEE ASSOCIATION OF NEW YORK CITY INC. IN EFFECT AT THE DATE AND TIME THE AUCTION COMMENCES AND THEREAFTER CONCLUDES.

MODIFICATION OF THIS AGREEMENT

The Administrators of the Coffee Internet Auction have the right to modify this Agreement and any policies affecting the Site. Any modification to effective immediately upon posting to the Site or otherwise via electronic mail. Your continued use of the Site following notice of any modification to this Agreement shall be conclusively deemed an acceptance of all such modifications.

I Agree
 I Do Not Agree

The date December 15, 1999 marked a revolutionary moment for Brazil's specialty coffee farmers, as well as for the gourmet coffee industry in general. No longer might Brazil's exemplary coffee disappear into the mountains of commercial grade coffee to be shipped throughout

the world with prices at or below the C contract. No longer might a buyer who appreciates true Brazil quality face the difficult task of locating the individual farmer who was producing it.

Appropriately enough, this idea traveled the internet, linking up those of like-mind. The ensuing "Let's do it" call-to-action

started a long and sometimes wild two-day ride which ended with fast and furious bidding for award-winning specialty coffee from Brazil during the first international internet auction.

On December 17, 1999, bids in the last few minutes of trading, nano-seconds apart, flew through cyberspace and drove prices for these superior coffees to levels otherwise unimaginable. Only as bidders paced their office floors did the planning team finally begin to realize the importance of the event that was unfolding and the process that had been born.

Now that this particular event is over and congratulations have been dispensed like New Year's Eve champagne, it is worth the effort to take a closer look at the auction. How did it happen and could these results be duplicated?

First and foremost, the higher prices received by the farmers at this auction came with the recognition that the 10 coffees being auctioned were of exceptional quality. Anything less would have rightfully garnered a lukewarm reaction and a feeling that this new technology was simply a marketing ploy to raise the price on an otherwise common product.

These 10 coffees were winners from the "Best of Brazil" international competition held in Lavras, Brazil during October 13-16, 1999. Coffee holds such an important place in Brazil that the University of Lavras has a full coffee lab, equipped with sample roasters, scientific equipment, and teaching material. The dona-

tion of staff who relabeled the samples to create impartiality and space for the final cuppings proved to be indispensable.

Twelve coffee experts from the U.S., Europe, Japan, and Brazil dug into their own pockets to join George Howell and Silvio Leite, both quality consultants for this event. They were extremely curi-

ous. George Howell had been on a "Holy Grail" quest for two years promising that not only would he find fine coffees, but that these coffees would prove to be far better than many of the Brazils presently sold as specialty. In addition, he was promising that higher quality would bring higher prices.

...of the most traditional regions for fine coffee
...characteristics are appropriate for the sustainable
...ort officials have a great wealth of accumulated
...rms and at processing facilities, warehouses, mills for
...ost Brazilian and international traders are established in

Being an observer in Lavras was an adventure. Each member of the jury had his own signature slurp, much like whales have songs. One sounded like a tornado, another broke the silence with a shrill whistle. Common vocabulary took on new meaning as "warm," "woody," "clean," "fruity," and "sweet" were given out as judgements on quality. All were intent on the task at hand: to

pick the top coffees and to pick them with a common understanding of the criteria, which may seem simple but didn't turn out that way. With spoons in hand, what began as a three-day search for a flawless espresso uncovered fascinating coffees that could be positioned as a single origin.

These jurors were passionate,

but they certainly didn't always agree. In several discussions, it became quite clear that while there was consensus on general standards for quality, the preferences for subtle differences were very much determined by cultural expectations. The acidity score was deliberately left out of the tabulations. They did not unani-

mously vote as a group for or against any of the final coffees, but were in agreement about the surprising consistency of quality in all of the coffees. By the end of the competition, it was apparent that, indeed, Brazil could produce the fine coffee that had been promised. In the end the jurors found Brazil's coffees to reveal their strength to the jurors through understated elegance rather than by coming across as thunderbolts.

The promise of a premium for the top quality coffee had attracted 315 samples from six different regions to the competition. In addition, the winners were presented with the "Cup of Excellence," a graphic quality certification that will be trademarked and used again in future competitions. The logo is an excellent brand marketing tool and can follow the coffee from farm to consumer to add awareness and value.

The premium award money was made available as part of the Gourmet Project, which is primarily funded by The International Coffee Organization (ICO) and the Common Fund for Commodities, and which the International Trade Centre (WTO UNCTAD) manages. Partial funding is also made available through the Brazil Specialty Coffee Association. The Specialty Coffee Association of America (SCAA) has remained an active partner for all of the Gourmet Project activities, but was especially critical for the auction. Brazil is one of five countries chosen to participate in the project; Burundi, Ethiopia, Papua New Guinea and Uganda are the other four.

While the ICO is active in many worldwide projects for the benefit of the coffee industry, the Gourmet Project has been somewhat different in scope. The goal of this unique project is to help generate and market high quality coffee with suffi-



GRUPO OROCAFE

****Members of the Specialty Coffee Association of America****
Certified Agent for Qusac Specialty Decaf



We, as a mid-size group, continue to grow based on a "strictly top quality" basis, and we deliver to our regular clients, not only a good quality coffee, but also special preparations and our selected brands, which we export to Europe, USA, Japan and Australia.



Honduras

*Sbg Las Cumbres de Marcala,
 Sbg Princesa
 Unwashed Valle Verde
 HG El Paso*



Nicaragua

*Maragogyne
 Gran Matagalpa
 Alto Matagalpa
 Sbg Sbg Genuine
 Nicarao
 Unwashed Sara*



Guatemala

*Atitlan Cerro de Oro
 Sbg Volcan de Oro 17 18
 Maragogyne Coban
 Organic Sbg
 Unwashed Tucán*

Barcelona, Spain	(3493) 317-4425	Fax (3493) 412-43-62	orocafe@nexus.es
Valencia, Spain	(3496) 348-5535	Fax (3496) 348-56-46	inter2@intergrano-orocafe.com
New Orleans, U.S.A.	1(504) 624-3690	Fax (504) 624-36-91	orocafe@bellsouth.net
Lisboa, Portugal	(3512) 14197648	Fax (351) 274197643	orocafe@mail.telepac.pt
Guatemala, Guatemala	(502) 366-8144	Fax (502) 363-35-72	orocafe@guate.net
Matagalpa, Nicaragua	(505) 612-3262	Fax (505) 612-39-12	orocafe@intel.tmx.com.ni
Tegucigalpa, Honduras	(504) 221-1299	Fax (504) 221-14-70	orocafe@mayanet.hn
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