



2015





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Elmer Cantarero working in Uganda for a Robusta processing improvements training



# PROGRAM PARTNERS



Nothing CQI does is possible without the support of our donors, partners, and sponsors. Together, we're creating a common language of quality that has an enormous effect on the entire supply chain, now and for generations to come.



# PARTNERSHIP FOR GENDER EQUITY SPONSORS

## STAGE 1

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### VISION PARTNER



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International Trade Centre  
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Specialty Coffee Association of America

### PRODUCER SCHOLARSHIPS

Atlas Coffee  
Philz Coffee  
Royal Cup Coffee



"Gender equality isn't just the right thing to do, but the smart thing to do."

Lorena Aguilar, IUCN



# A LETTER FROM OUR EXECUTIVE DIRECTOR

At CQI, the pursuit of coffee quality improvement is the means to obtain sustainability for all players in the value chain. With knowledge of their products, producers and suppliers have greater control and are empowered to invest in quality. Through our vast network of partners and continued collaboration with SCAA, WCR, AFCA and In-Country Partners, CQI is moving into larger and more strategic projects. Moreover, global issues such as gender equality, climate change and food security remain an integral part of our activities.

Many origin countries have invested in quality over the last decade with great success. Other emerging countries, such as China, have made a clear commitment to quality improvement. The Yunnan Coffee Exchange (YCE) is an excellent example of this, as well as the Yunnan government. CQI, through its methodical use of institutional training, standards, and capacity building, is focused on quality improvement at all levels in order to improve the quality of life and a sustainable coffee supply.

The Q Grader Program, with over 4,000 Q Graders worldwide, has refined its focus to be more useful to private sector partners and businesses. This, along with the development of fine robusta standards, are examples of CQI's work on the use of a common language for quality. The addition of new technical curriculums, such as processing and production best practices technologies, continue to be a focus. And CQI's Partnership for Gender Equity evolves into pilot projects that integrate technical trainings and find pathways for building healthier communities.

There are always challenges and 2015 was no exception. Political changes, such as the civil war in Yemen, price fluctuations, and larger global issues all have an effect on the ability to fund and implement programs. We're thankful for our partners, our Coffee Corps volunteers, consultants, and all those that support us along the way. Thank you for investing in quality with us!



*David Roche*  
DAVID ROCHE



# PARTNERSHIP FOR GENDER EQUITY

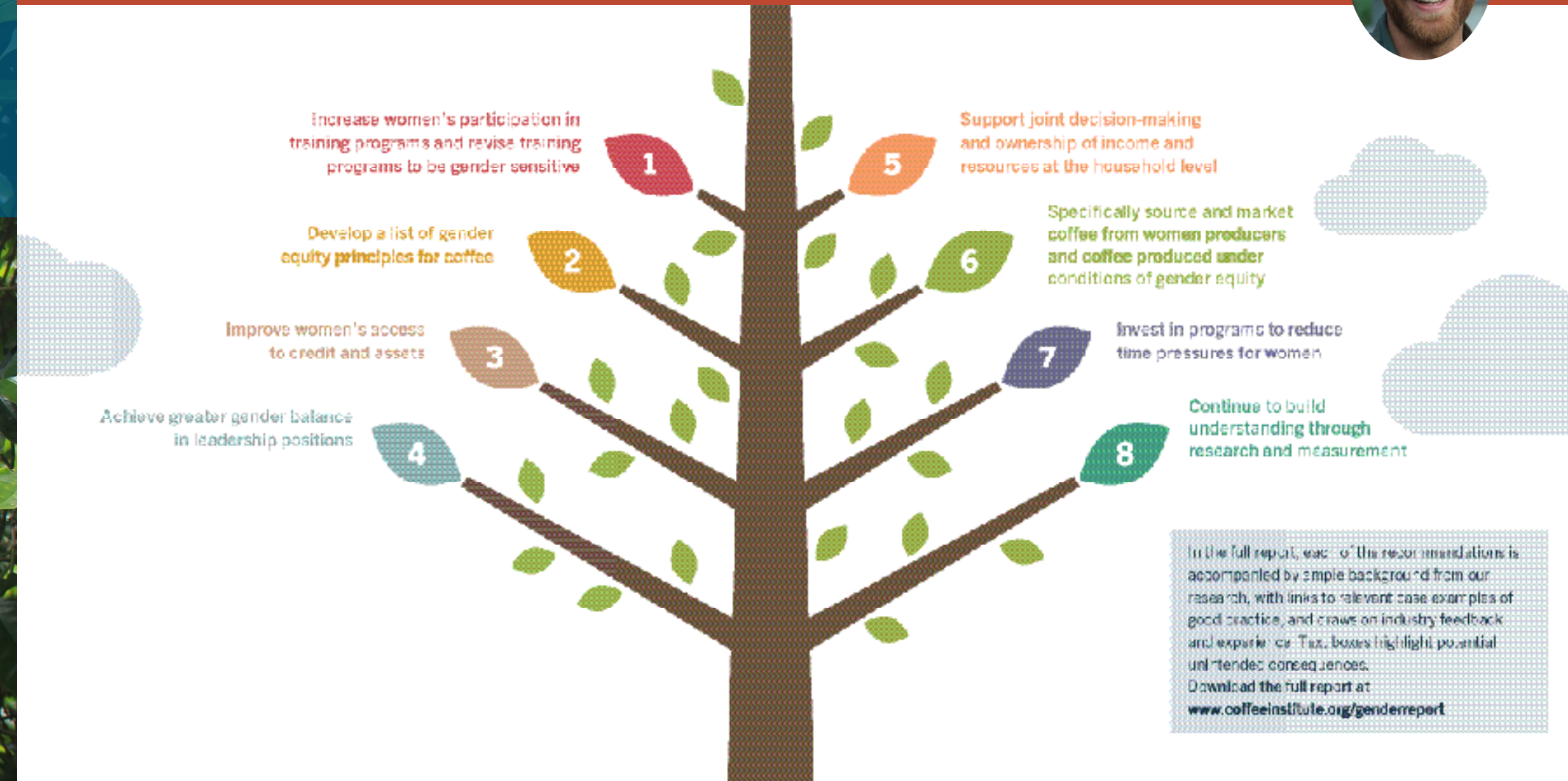
2015 was a groundbreaking year for the Partnership for Gender Equity. Building on the comprehensive academic literature review, we hosted three gender workshops in Nicaragua, Uganda, and Indonesia, and conducted an analysis of current practices of gender in coffee. In all, we spoke with more than 200 industry professionals and workshop participants, to inform the eight recommendations (pictured right) made in the report *The Way Forward: Accelerating Gender Equity in Coffee Value Chains*. This report of Stage 1 research findings was launched in conjunction with the ICO's Global Coffee Forum held at the MilanExpo in the fall of 2015. Our research underscores that gender equity can contribute to a more reliable supply of quality coffee. In short, gender equity in coffee is good for people and good for business.



“We know that behind every great cup of coffee is a farmer and a family, and for too long we’ve focused on just the farmer as a person, and not enough on that farmer as part of a family: part of a community. When we look at the family and the roles of men and women at the household level, it becomes clear that women have been systematically excluded from the value proposition of coffee. And at the same time, they do the majority of the work to produce such a great cup of coffee. This role to prioritize support for women and their families is critical to creating a strong foundation for specialty coffee.”

**Ben Corey-Moran**

Director of Coffee Supply | Fair Trade USA





# THE GLOBAL PERSPECTIVE

## 2015 NUMBERS

CERTIFIED Q COFFEES

314

40% increase from 2014

NEW USERS

2,909

registered on database

TOTAL TRAINEES

400

attended a technical training

COMPLETED Q COURSES

182

in 25 countries

MESSAGES DELIVERED

560

via our database

TOTAL ATTENDEES

275

participated in a gender meeting

## TOTAL Q NUMBERS

Q ARABICA GRADERS

4,022

Q ROBUSTA GRADERS

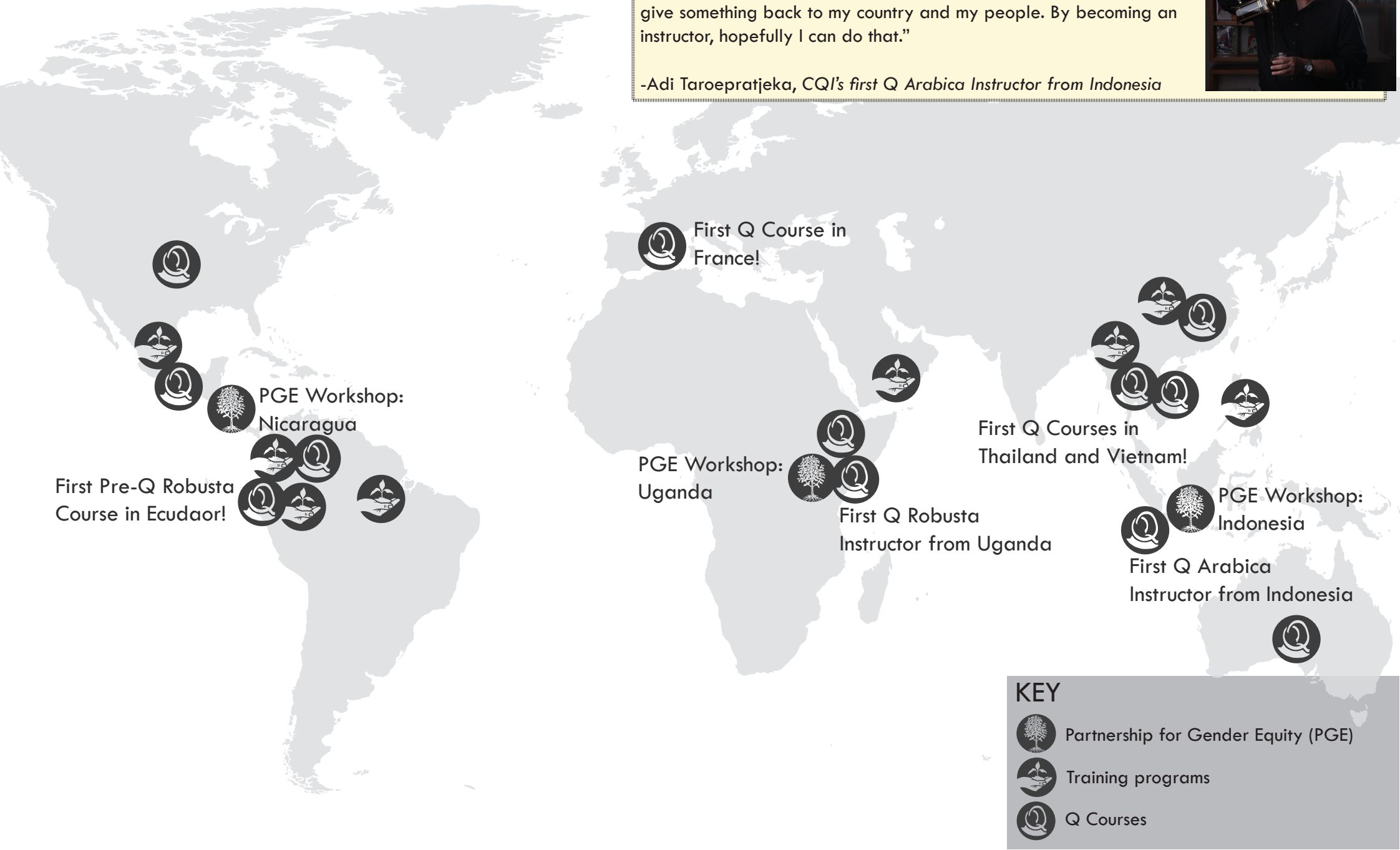
226

Q ARABICA INSTRUCTORS

33

Q ROBUSTA INSTRUCTORS

7



“Becoming a Q Instructor is a dream come true for me. When I became a Q Grader back in 2009, I saw that a lot of things could be done to improve the quality of coffee. Because of it, I feel obliged to give something back to my country and my people. By becoming an instructor, hopefully I can do that.”

-Adi Taroepratjeka, CQI's first Q Arabica Instructor from Indonesia



## IN-COUNTRY PARTNERS

### Brazil

Brazil Specialty Coffee Association | Conilon

### China

Yunnan Coffee Exchange | Torch Coffee Lab

### Colombia

CaféCerti

### Costa Rica

Specialty Coffee Association of Costa Rica

### East Africa

African Fine Coffees Association

### Ecuador

Asociación de Cafés Especiales del Ecuador

### El Salvador

Salvadoran Coffee Council

### Ethiopia

Ethiopia Commodity Exchange | METAD Agricultural Development

### Guatemala

Asociación Nacional Del Café

### Honduras

Honduras Coffee Exporters Assn | Instituto Hondureño del Café

### Kenya

Kenya Coffee Traders Association

### Mexico

Asociación Mexicana De Cafés y Cafeterías De Especialidad A.C

### Nicaragua

Asociación de Cafés Especiales de Nicaragua

### Peru

Central Café & Cacao

### South Korea

Specialty Coffee Institute of Asia

### Taiwan

Blossom Valley International

### Tanzania

Tanzanian Coffee Board

### Uganda

Uganda Coffee Development Authority

### U.S.A.

Specialty Coffee Association of America



# LATIN AMERICA

## COLOMBIA

CQI has worked in Colombia longer than any other origin to date, beginning with basic cupper training in 2003. We have a long-standing history with the Colombian Coffee Federation and have worked hard to integrate our common language of quality, the Q, into their supply chain. Colombia was the first origin country to reach 100 Q Graders and the first to certify its own Q Instructors.

Over the last few years, CQI has collaborated with the Government of Antioquia (GoA), who has been focused on improving cup quality and supporting the younger generation of coffee farmers. GoA has created strong mentorship programs for the next generation of farmers, in hopes that it will spur engagement and excitement for younger farmers who oftentimes leave the farms for better job prospects. The testimonials on the right are from producers associated with this program.

Our office in Colombia has opened new doors and allowed us to work more closely with our current partners, like Catación Pública, who hosted several Pre-Q Courses along with a naturals seminar this year. Our long-term strategy remains: strengthening quality initiatives and working closely with public and private sector coffee institutions.

## BRAZIL

“In the country that produces a third of the world’s coffee, it’s easy for the quality to get lost in the quantity. But a specialty industry that a few decades ago comprised little more than a handful of dedicated growers has now developed into a major market segment. Cuppers that traditionally defined a good coffee as one that did not present defects are now talking in terms of fragrance, flavor, acidity, and body.

CQI has been fundamental to this growth, not only providing the initial roadmap and common language of coffee quality, but the Q training to ensure that there is a competent supply of calibrated cuppers to evaluate the coffees and provide feedback across the value chain. As an American Q Instructor who loves Brazil and Brazilian coffee, it’s an honor to work with CQI to continue to develop the Q Program in the world’s biggest coffee producing nation.”

**Joel Shuler**

Q Instructor,  
Owner of Casa Brasil Coffees



## TESTIMONIALS FROM THE FIELD

“As a coffee producer who has a passion and love for coffee, I always had the dream to become a Q Grader. I work in a farm and as I continued to grow I was hungrier for knowledge. Gobernación de Antioquia and CQI opened the door and I was able to become a Q Grader. This experience changed my life, my capacity has increased, and I look forward to continue working in the specialty coffee world. I am proud to be a producer and to be a part of this supply chain.”

Esteban Espinosa



“Since 2012, I started working in the area of quality more as a coincidence; I started to be fascinated by coffee. Two years after reaching Antioquia’s government, I met people with great experience that reinforced my knowledge of specialty coffees and finally, I achieved my goal of becoming a Q Grader. As a Q Grader I have found better job opportunities, where this knowledge can be exploited. This knowledge also benefits farmers and people interested in knowing and differentiating specialty coffees in Colombia.”

Maria Paula Pinzón





## CHINA

China is quickly becoming a new player in the specialty coffee world, with the development of the Yunnan Coffee Exchange (YCE), one of the world's largest coffee exchange centers. CQI partnered with YCE this year as it looks to understand how the Q can be integrated into its newly developed exchange to provide consistency and quality assurance for all those involved. YCE will soon become our newest In-Country Partner (ICP) in China.

CQI has also been busy conducting several trainings and Q Courses, both Arabica and Robusta, with current partner Torch Coffee. Mario Fernandez, our technical director who visited the country in 2015, expands, "The keen interest of producers in alternative processing methods, coupled with the growing interest of the Chinese market in drinking specialty coffees, make me excited about the future of Chinese coffee. I will not be surprised if we start seeing some Chinese coffee lots making their way to Third-Wave coffee shops in a couple of years."

YCE is an exciting development in the specialty coffee industry and CQI looks forward to developing stronger relationships with the Chinese supply chain.

## PHILIPPINES

Coffee is a "priority crop" in the Philippines, but coffee families still need access to training and credit. ACDI/VOCA is working on doing just that, with the support of CQI's quality improvement strategies and as part of the USDA MinPACT program, on the second largest island, Mindanao.

Nine of the country's ten poorest provinces are in Mindanao, and the food insecurity rate in the country is over 30%, so technical assistance and access to credit would enable value chain development and post-harvest improvements, among other things, ultimately leading to higher incomes earned from the crop. CQI hopes to make a positive impact for the island and put the Philippines on the map as a new origin for specialty coffee.



CQI consultant Thomas Sproten reports, "As a country that predominantly consumes soluble coffees, it was truly an eye opener that coffee is so diverse here and that the market for green coffee is quite segmented." Through MinPACT, CQI will be working on a platform to build capacity, leading to agronomic and processing improvements.



**"Myanmar is poised to do great things, especially in the coffee world."**

-Scott Conary, Coffee Corps Volunteer

## SPOTLIGHT ON MYANMAR

Myanmar had quite the busy year in coffee, and CQI is pleased to be a part of it. We've partnered with Winrock International to provide technical training and build a quality-based coffee sector in this amazing country. This year marked Myanmar's first ever national coffee competition, which was a huge success and attracted the attention of almost every coffee producer. Nearly sixty samples were entered into the competition, and almost 40% of them cupped an 80 or above. To keep pace with the potential, this new sector is investing heavily on production and processing innovations, and training growers in how to produce quality differentiated coffees. CQI is helping drive these quality improvement initiatives and connecting Myanmar coffee growers to quality driven markets and long lasting buyer connections.

We are working with the Myanmar Coffee Association (MCA) to guide and support this new powerhouse as they plan their organization's vision: creating pathways to prosperity for the Myanmar coffee industry. MCA leaders are dedicated to providing their members with technical training and professional development opportunities, information sharing, industry representation and advocacy, and building access to international markets. We look forward to seeing what's in store for the origin and hope to continue supporting their road to healthier communities and stronger markets.

**"Every class I taught was full of eager and adventurous professionals of all levels, taking advantage of this great USAID/Winrock-funded program. At the same time I was able to assess the agricultural and cultural makeup of the country and get an idea of the amazing potential they could have in the world market. Residents of the country have hope that their efforts may bear fruit and can take pride in being part of that prosperity. In this case, that fruit is a coffee cherry."**

CC Volunteer Scott Conary



From left: Intro to Cupping training at Genius Coffee; first place winners of Myanmar's first national coffee competition; coffee training



# AFRICA



“

I am excited about being CQI's first Q Robusta Instructor in Africa! This is a great achievement not only as an individual but also for my country: Uganda being the birthplace of robusta coffee, the birthplace of robusta protocols, and having amazing robusta coffee. This is a great opportunity for me to use this achievement to teach, voice out, and showcase the potential robusta has to offer. I am so grateful to CQI and UCDA for this incredible opportunity.”

-Clare Rwakatogoro  
CQI's first Q Robusta  
Instructor from Africa

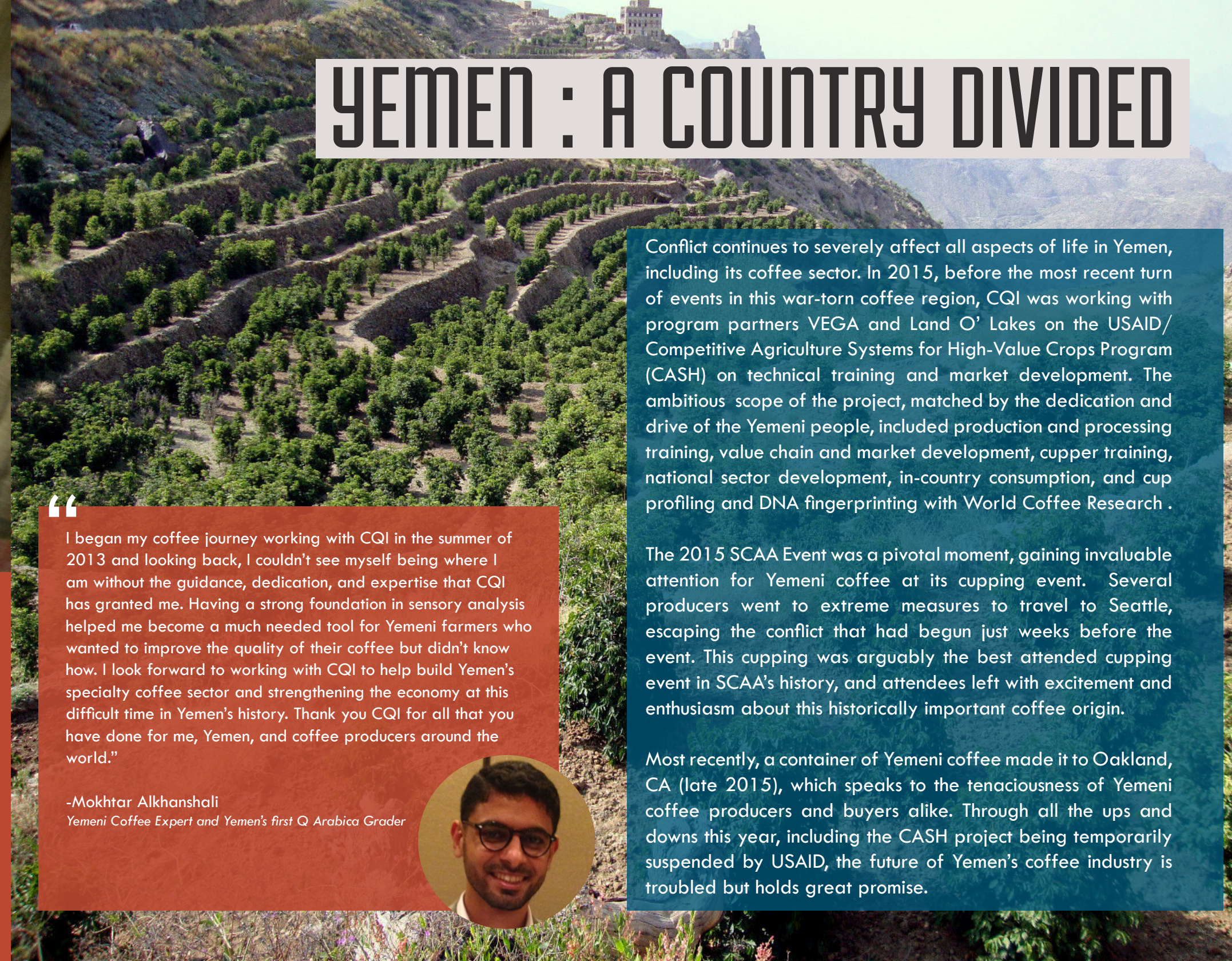


CQI has been working in Africa for well over a decade. It all began with Coffee Corps™ but has evolved into complex, strategic agreements with industry organizations and governmental non-profits to improve quality in the supply chain through technical trainings, calibrations, and market linkages.

As long-time collaborators with the African Fine Coffees Association, we have jointly raised the profile of African coffees and improved overall quality throughout the value chain. In Ethiopia, we worked hand-in-hand with the Ethiopia Commodity Exchange and the entire Ethiopia industry to integrate the Q Program and SCAA standards into its national cupping platform. In Uganda, CQI worked intimately with Uganda Coffee Development Authority and key advisors to develop standards for fine robusta coffees.

We continue to work with our partners and at the producer level, while opening a new chapter in the region: working closely with public and private sectors in the coffee industry as they focus on standards, improve transparency, and build national cup profiling programs. We're proud of the work we've done and look forward to seeing our newest African Q Instructors lead the way and become more autonomous in the training they provide, built on the foundation established by CQI.

# YEMEN : A COUNTRY DIVIDED



“

I began my coffee journey working with CQI in the summer of 2013 and looking back, I couldn't see myself being where I am without the guidance, dedication, and expertise that CQI has granted me. Having a strong foundation in sensory analysis helped me become a much needed tool for Yemeni farmers who wanted to improve the quality of their coffee but didn't know how. I look forward to working with CQI to help build Yemen's specialty coffee sector and strengthening the economy at this difficult time in Yemen's history. Thank you CQI for all that you have done for me, Yemen, and coffee producers around the world.”

-Mokhtar Alkhanshali  
Yemeni Coffee Expert and Yemen's first Q Arabica Grader



Conflict continues to severely affect all aspects of life in Yemen, including its coffee sector. In 2015, before the most recent turn of events in this war-torn coffee region, CQI was working with program partners VEGA and Land O' Lakes on the USAID/Competitive Agriculture Systems for High-Value Crops Program (CASH) on technical training and market development. The ambitious scope of the project, matched by the dedication and drive of the Yemeni people, included production and processing training, value chain and market development, cupper training, national sector development, in-country consumption, and cup profiling and DNA fingerprinting with World Coffee Research .

The 2015 SCAA Event was a pivotal moment, gaining invaluable attention for Yemeni coffee at its cupping event. Several producers went to extreme measures to travel to Seattle, escaping the conflict that had begun just weeks before the event. This cupping was arguably the best attended cupping event in SCAA's history, and attendees left with excitement and enthusiasm about this historically important coffee origin.

Most recently, a container of Yemeni coffee made it to Oakland, CA (late 2015), which speaks to the tenaciousness of Yemeni coffee producers and buyers alike. Through all the ups and downs this year, including the CASH project being temporarily suspended by USAID, the future of Yemen's coffee industry is troubled but holds great promise.



# FINANCIALS

|                                     | 2015        | 2014        | 2013        |
|-------------------------------------|-------------|-------------|-------------|
| Support and revenues                |             |             |             |
| In-kind and volunteer contributions | \$59,000    | \$35,000    | \$19,000    |
| Other contributions and projects    | \$1,751,571 | \$2,161,478 | \$2,531,524 |
| Total support and revenues          | \$1,810,571 | \$2,196,478 | \$2,551,074 |

|                                     |             |             |             |
|-------------------------------------|-------------|-------------|-------------|
| Expenses                            |             |             |             |
| Program and project expenses        | \$779,860   | \$1,170,917 | \$1,867,840 |
| Administrative and general expenses | \$1,194,776 | \$963,883   | \$711,686   |
| Total support and revenues          | \$1,974,636 | \$2,134,800 | \$2,579,526 |

|                        |             |           |            |
|------------------------|-------------|-----------|------------|
| Summary of Net Assets  |             |           |            |
| Net assets, beginning  | \$54,223    | \$(7,455) | \$20,997   |
| Net assets, ending     | \$(109,842) | \$54,223  | \$(7,455)  |
| Increase in net assets | \$(164,065) | \$61,678  | \$(28,452) |

# 2015 LUNCHEON SPONSORS

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BRAZIL. THE COFFEE NATION

## SILVER SPONSOR



## BRONZE SPONSORS



## PREMIUM TABLE SPONSORS

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- InterAmerican
- International Coffee Consulting
- OLAM
- Paragon Coffee Trading Co. L.P.
- RGC Coffee Inc.
- Sustainable Harvest

## TABLE SPONSORS

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- illy caffè North America
- Gaviña
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- Root Capital
- S&D Coffee and Tea
- Specialty Coffee Assn of America
- Specialty Coffee Assn of Japan

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- Mudhouse Coffee Roasters
- SeaMonster Studios





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and the **lives of people**  
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