

A word cloud of coffee-related terms. The largest and most central word is "Coffee". Other prominent words include "Americano", "Cappuccino", "Espresso", and "Latte". The words are arranged in various orientations, some horizontal and some vertical. The background is white.

Affogato
Eiswein
Café au lait
Americano
Café Oulano
Cappuccino
Carajillo
Iced coffee
Frappuccino
Irish coffee
Café con leche
Café corretto
Cortado
Galao
Greek frappe coffee
Liqueur coffee
Café macchiato
Café mocha
Coffee milk
Espresso
Kopi Luwak
Jersey Harris
Alan Plunket
Latte
Latto macchiato
Ristretto
Long black
Red eye
Indian filter coffee
Ipoh white coffee

History of Coffee



- No one knows when the coffee bean was discovered, although it is said to have originated centuries ago in an ancient forest on an Ethiopian plateau
- The cultivation and trade of coffee began on the Arabian Peninsula some time in the 15th century
- By the 17th century, coffee had made its way to Europe and was becoming popular across the continent.
- By the mid-17th century, there were over 300 coffee houses in London. Many businesses grew out of these specialized coffee houses.
- In the mid-1600's, coffee was brought to New York, and after the events of the Boston Tea Party, coffee shot its way to America's most preferred drink.

Coffee in America

- By the 18th century, coffee had become one of the world's most profitable commodities. Consumption and popularity in the US increased, especially during the Civil War, businessmen were looking for a way to profit from it (Folgers, Maxwell House, Hills Brothers..)
- Post-war, instant coffee was introduced to the market and remained popular until Starbucks opened in Seattle in 1971.
- Today, the coffee revolution continues to grow with small, independently owned coffee shops it's now an artistic craft – much like that of wine or beer – that uses sustainable, locally roasted, fair trade beans. Where the beans are grown, how they are roasted, and the brewing process are all looked at closely.



15 STEPS TO COFFEE FROM BEAN TO CUP

1 PLANTING THE SEED

A few green coffee beans are kept to be used as seeds for the next crop of coffee trees.



2 HARVESTING AND PICKING

On larger, flatter farms coffee cherries can be harvested by machines. In other parts of the world, they are still handpicked.



5 FERMENTING

Breaks down the sugars in the mucilage to produce acids that are responsible for the depth and complexity of the coffee.



9 GRADING / CUPPING

Professional coffee graders classify the coffee bean quality by their "primary and secondary defects"



10 DISTRIBUTING

Coffee is being shipped to where it's needed. Direct trade and fair trade to support farmers and consumers.



14 BREWING

Brew temperature, grind size, and the right coffee to water ratio are key factors to the perfect cup of coffee.



3 SORTING AND SELECTING

First step: removing debris, stones, twigs.

Second step: Berries are thrown into a water tank to remove unripe ones which float at the surface.



4 PULPING THE CHERRIES

Getting rid of the skin and the pulped fruit (mucilage) that surrounds the beans.



7 STORING

In this stage, coffee can be stored for several months or years depending on the temperature and humidity.



8 MILLING

All other layers still surrounding the beans are being removed. The two steps in the milling process are hulling and polishing.



11 ROASTING

Green coffee beans heated up to over 400F. The duration of the roast will result in different characteristics and flavors.



12 PACKAGING

To protect the beans from air and moisture and to stay fresh for weeks the packaging should be sealed well.



13 GRINDING

Ground coffee goes stale within hours so coffee beans should be ground right before brewing.



15 DRINKING

The next time you're enjoying your coffee, cold brew, or cortado, spare a thought for the amount of hard work that went into getting it to you.



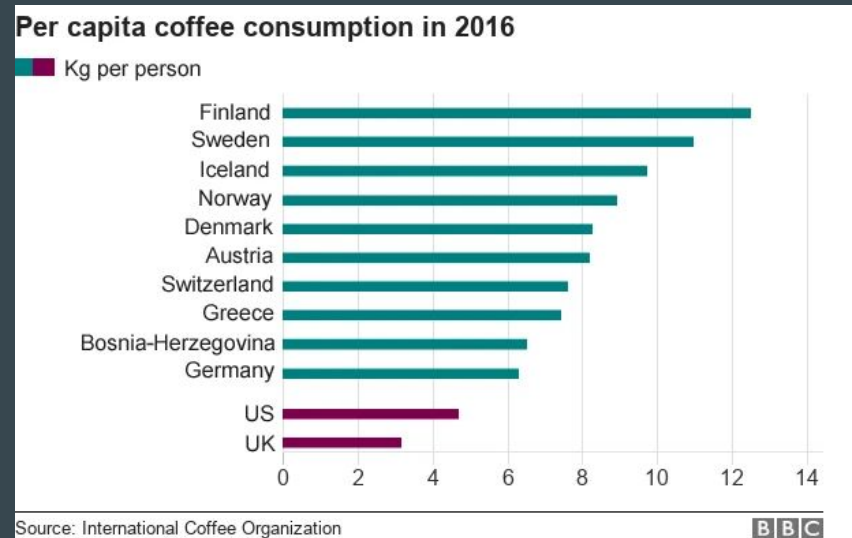
Coffee Quality

- In the commercial coffee industry, there are two main types of coffee species: Arabica and Robusta. Coffee beans of the Arabica variety are slightly larger, produce a smooth and aromatic taste, and are the most commonly produced coffee bean variety: in 2019/2020, just under 100 million bags of Arabica coffee were produced worldwide. Robusta beans are generally smaller and rounder, cheaper to cultivate, and taste quite bitter. Just over 70 million bags of this coffee type were produced during the same marketing year.



World Coffee Consumption

- While extremely popular in the United States, the U.S. does not consume the most coffee per capita, we are actually 25th in the world!
- Finland has the highest consumption at over 12 Kg per capita per person

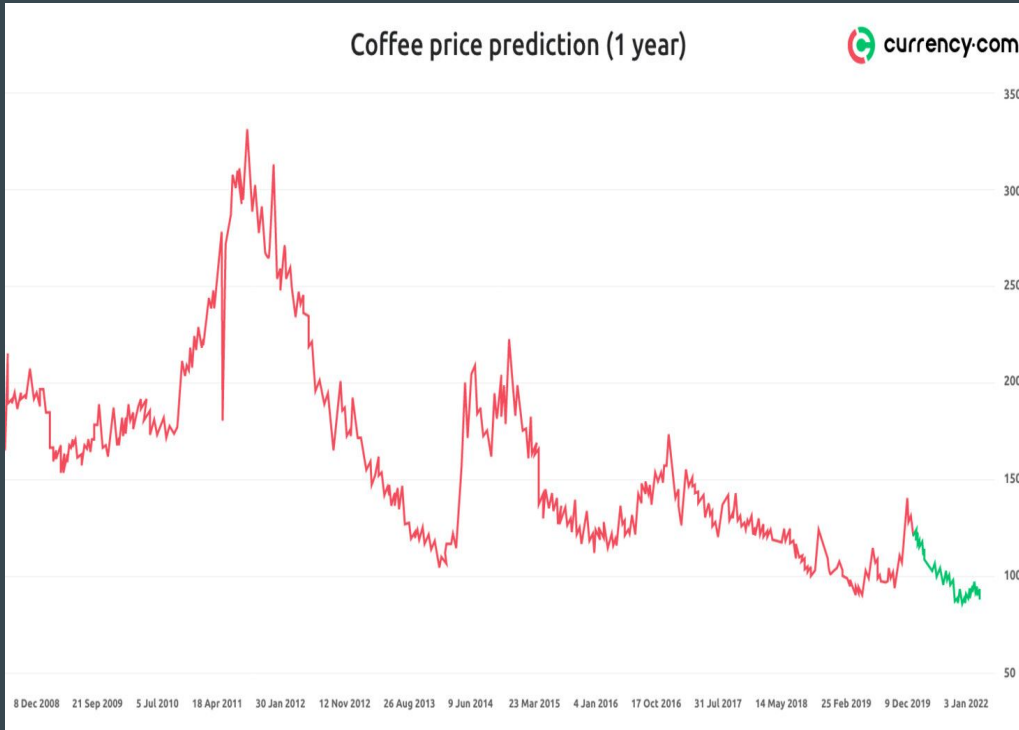


Coffee Trading

- The top five exporters of Coffee in the world are Brazil, Vietnam, Colombia, Indonesia, and Ethiopia
- The US is the largest importer of coffee in the world at \$5.7 billion of coffee or roughly 18.5% of the world's percentage of coffee imports



Price of Coffee



- Around 2012 the price of coffee plummeted due to an increase in production of coffee beans around the world
- It has slowly begun to settle around \$1.15 and is predicted to fall below the \$1 mark after the next couple of years

Coffee Futures

- Arabica Coffee Futures, which is the most popular coffee futures contract to trade, has increased dramatically since the beginning of the year
- This is likely due to more people staying home drinking coffee because of the Coronavirus
- This was about a 20% increase from early February to now, trading at around a \$1.20 per pound
- It is predicted that due to this increase in demand, the supply might not be able to catch up and this will lead to an increase in the prices of coffee futures contracts

Questions?



Sources

- <https://www.ncausa.org/about-coffee/history-of-coffee>
- <https://theculturetrip.com/north-america/usa/articles/a-brief-history-of-american-coffee-culture/>
- [Coffee market in the US - Statistics & Facts](#)
- <https://www.coffeebeancorral.com/HowCoffeeIsMade.aspx>
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