Lessons from the Coffee Sector on Quality Standards & Applicability to Cocoa

Rick Peyser, Senior Relationship Manager, Coffee & Cocoa
Standards can be great tools for the coffee industry as they are trusted reference instruments established by knowledgeable subject-matter experts. A SCAA standard is a high-quality recommendation by the Standards Committee. It is a quantifiable and qualifiable measure, based upon scientific testing, which set values and/or ranges of values for coffee. Currently, the SCAA has standards for water, green coffee, and cupping coffee, with brewing and roasting standards under development.
A protocol is a specific *process* recommended by the SCAA Standards Committee and Professional Development Department. A SCAA protocol is a qualifiable recommended *process* that the standards committee has agreed upon and may include individual standards. *The SCAA currently has protocols for green coffee grading and cupping.*
**Specialty Coffee Association of America Coffee Cupping Form**

**Directions:**
1. Mark the relative darkness of the sample.
2. Mark the intensity of fragrance/aroma of the dry, whole and finely ground coffee on the scale.
3. Mark the quality of the flavor attribute on the horizontal scale, from low to high.
4. Mark the quality of the flavor attribute on the vertical scale, from 1 to 10.
5. Observe the texture of the coffee, evaluate whether it is oily or dry.
6. Mark the defects, a lack of defects, or defects found, along with the number of cups in which it was found.
7. Enter the final quality score of each flavor component in the upper right box. Enter all component scores together. Subtract defects and lack to get the final sample score.

---

**Sample #1**
- **Smell:**
  - Quality: Medium
  - Intensity: High

**Sample #2**
- **Smell:**
  - Quality: Medium
  - Intensity: Medium

**Sample #3**
- **Smell:**
  - Quality: Medium
  - Intensity: Low

---

**Notes:**
- Defects (checkmark):
  - Fault 1: None
  - Fault 2: None
  - Fault 3: None
  - Fault 4: None

---

**Final Score:**

---

**Utility Scale:**
- 1: Exceptional
- 2: Very good
- 3: Good
- 4: Fair
- 5: Poor
- 6: Very poor
- 7: Unacceptable

---

**Lutheran World Relief**

*Sustainable Development, Lasting Promise.*
COFFEE TASTER’S FLAVOR WHEEL
Goals of the Q Grading System:

- Sets a Standard for Quality
- Uses Licensed Q Graders to Measure Quality
- Provides Feedback on Quality
- Creates a Common Language for Quality
- Links Producers with Quality Buyers
- Establishes a Transparent Relationship Between Quality and Price
Affirming God’s love for all people, we work with Lutherans and partners around the world to end poverty, injustice and human suffering.