

Coffee Break

2016 Oregon Family and Community Educators



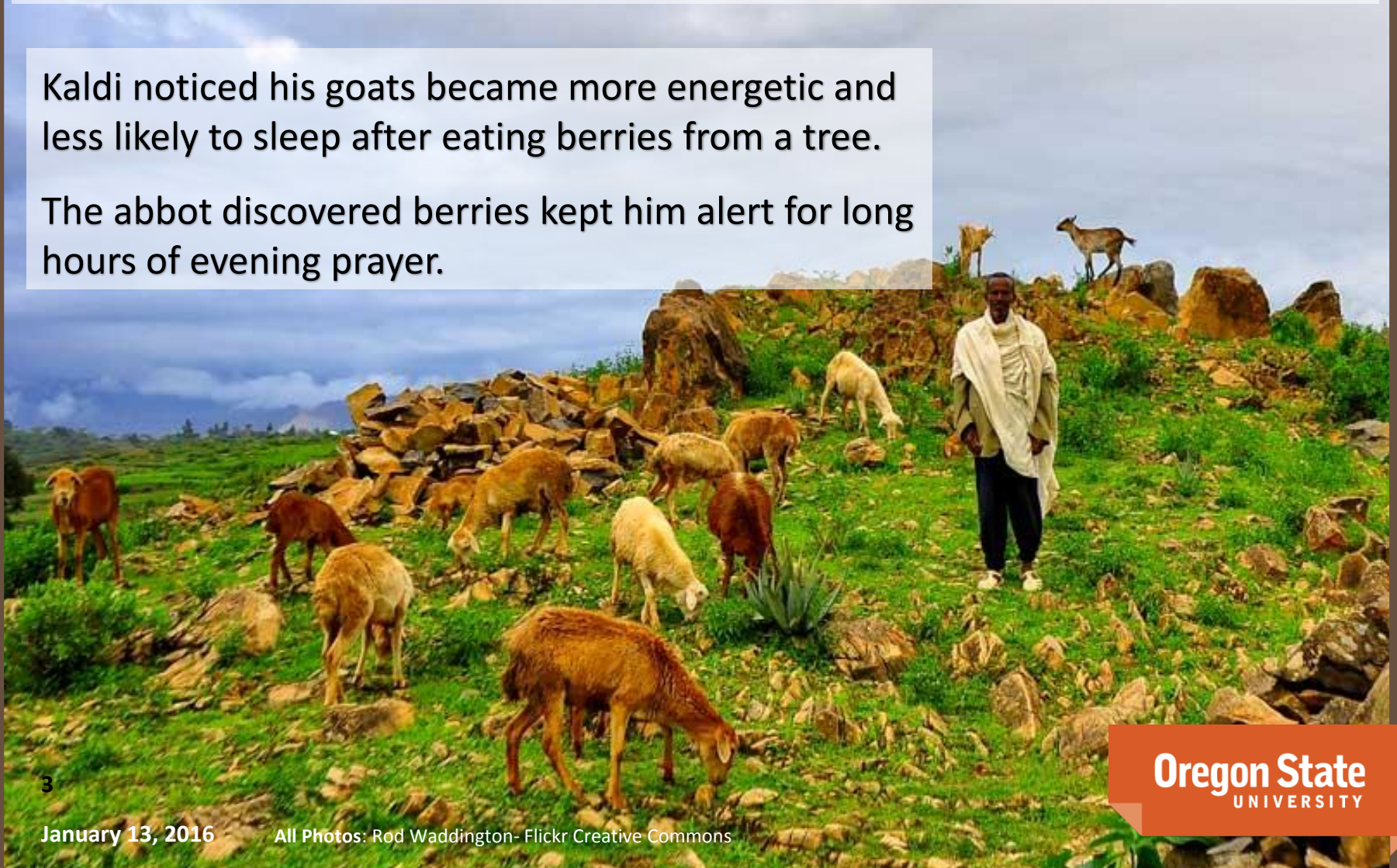
COFFEE!

- Second Most Traded Commodity
- Third Most Consumed Beverage in the World
- The US spends \$40 billion on coffee each year

History of Coffee- A Divine Discovery

Kaldi noticed his goats became more energetic and less likely to sleep after eating berries from a tree.

The abbot discovered berries kept him alert for long hours of evening prayer.



History of Coffee- Origin of the Coffee House

- Coffee cultivation and trade began on the Arabian Peninsula in the 15th century.
- Coffee houses became center for exchange of information, “Schools of the Wise.”

History of Coffee- Sweeping Across Europe

- In England “penny universities” sprang up.
- Mid-17th century, 300+ coffee houses in London
- Coffee replaced the common breakfast drink beverages of the time, beer and wine!

History of Coffee- The Drink of the Revolution

Thomas Jefferson declared

"Coffee - the favorite drink of the civilized world."

- Coffee brought to New Amsterdam, later called New York, by the British.
- Tea the favored drink in the New World until 1773
- The Boston Tea Party forever changes the American drinking preference to coffee.



Coffee Production

THE BEST COFFEE COMES FROM THE BEST GROWING CLIMATES, KNOWN AS

THE BEAN BELT

1 PAPUA NEW GUINEA

Semi-sweet chocolate aroma, cocoa flavor with hints of cherry, medium body, quick finish.

8 ETHIOPIA

Rich blueberry aroma, cocoa and spice flavor, medium body and clean finish.

Prime coffee-growing regions form a belt roughly bounded by the Tropics of Cancer and Capricorn. These areas offer perfect conditions for growing coffee beans

2 BRAZIL

Slightly spicy, nutty aroma, nutty base, caramel notes. Full body, clean finish.

4 HONDURAS

Sweet molasses aroma and flavor, fully body and lingering sweet finish.

6 GUATEMALA

Sweet, tart aroma, lightly fruity flavor. Light body and clean finish.

3 SUMATRA

Aroma of dried fruit and nuts, full syrupy body, deeply sweet finish.

5 PERU

Bright, fruity aroma, lightly fruity flavor with a clean finish.

7 COLOMBIA

Nutty aroma, caramel flavor. Medium body and heavy finish.

Oregon State
UNIVERSITY

Coffee Production- Varieties

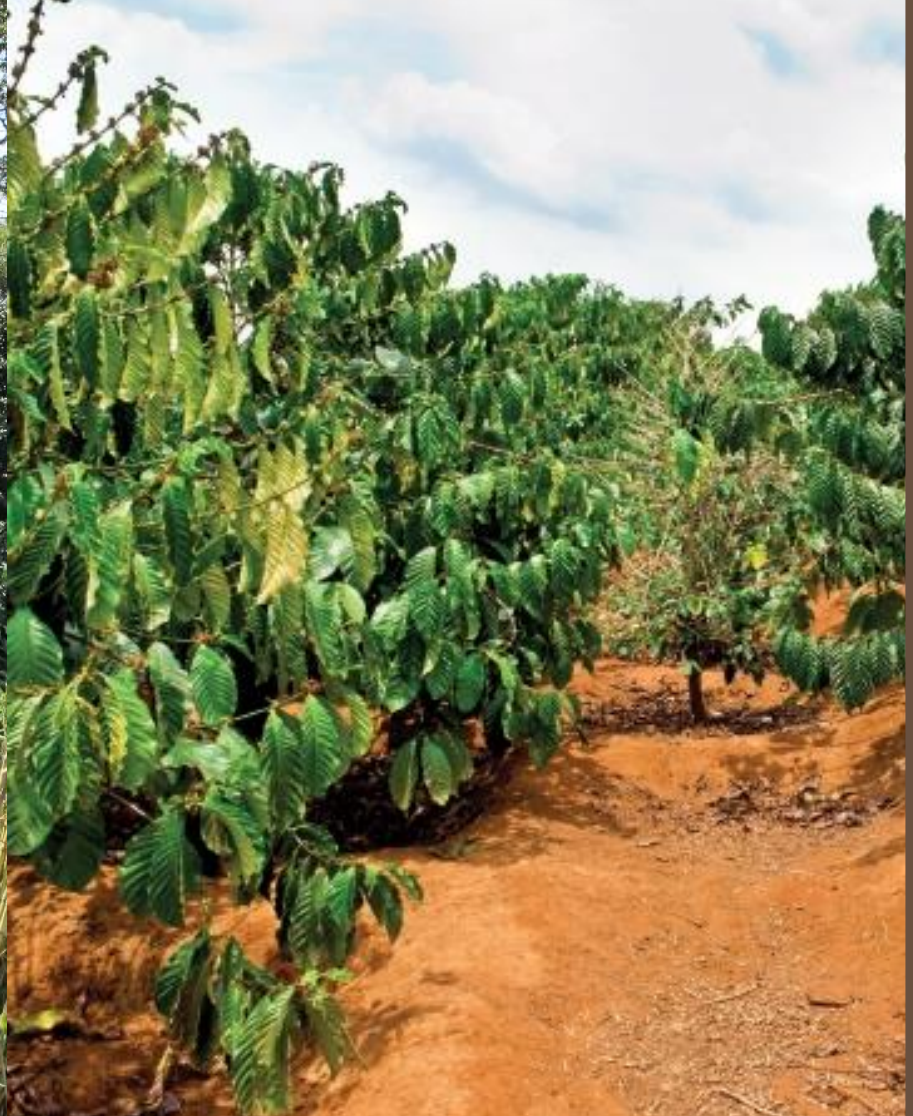
Most Common Coffee Varieties

- Arabica
 - Moderate temperatures and more moisture
 - Smoother flavor, that is often preferred
- Robusta
 - Hardier, warmer temperatures, lower elevation
 - Stronger flavored brew

Coffee Production

- Plants start in the nursery and sent to the field after several months.
- 4-6 years before they produce cherries.
- Each cherry contains two beans.
- Can grow up to 40 feet

Shade Grown vs Sun Grown



January 13, 2016 Photo: National Coffee Association

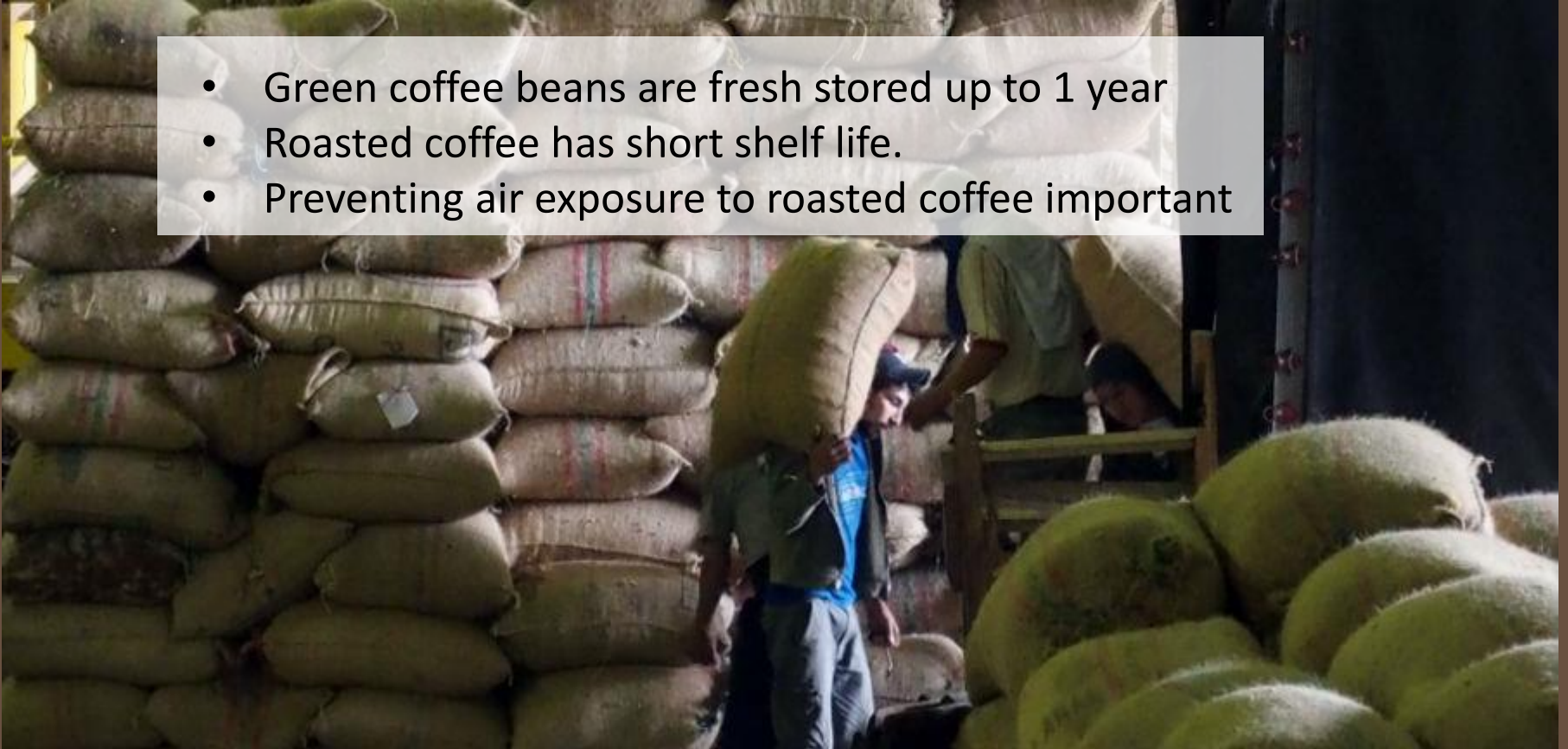
Coffee Production- Mill

- Once picked cherries are either dry/wet milled.
 - Dry milled is the traditional method
 - Spread out in the sun to dry
 - Wet milled-pulping machine separates pulp from beans.
 - Then allowed to soak in water for 12-48 hours.



Storage/Shipping

- Green coffee beans are fresh stored up to 1 year
- Roasted coffee has short shelf life.
- Preventing air exposure to roasted coffee important



Health Benefits and Hazards



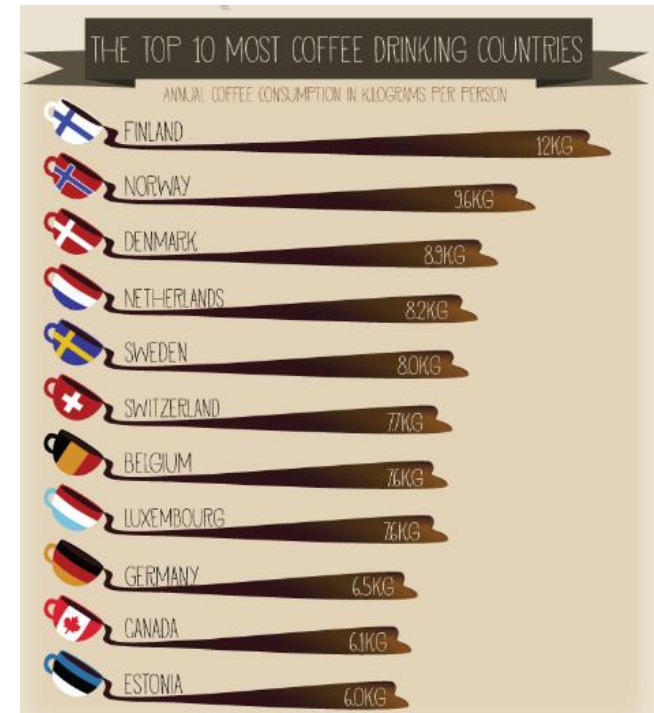
Research conducted on the health benefits and hazards of coffee:
Medical providers suggest that coffee be consumed in moderation.

Consumption

World split roughly in two by instant and fresh coffee preferences

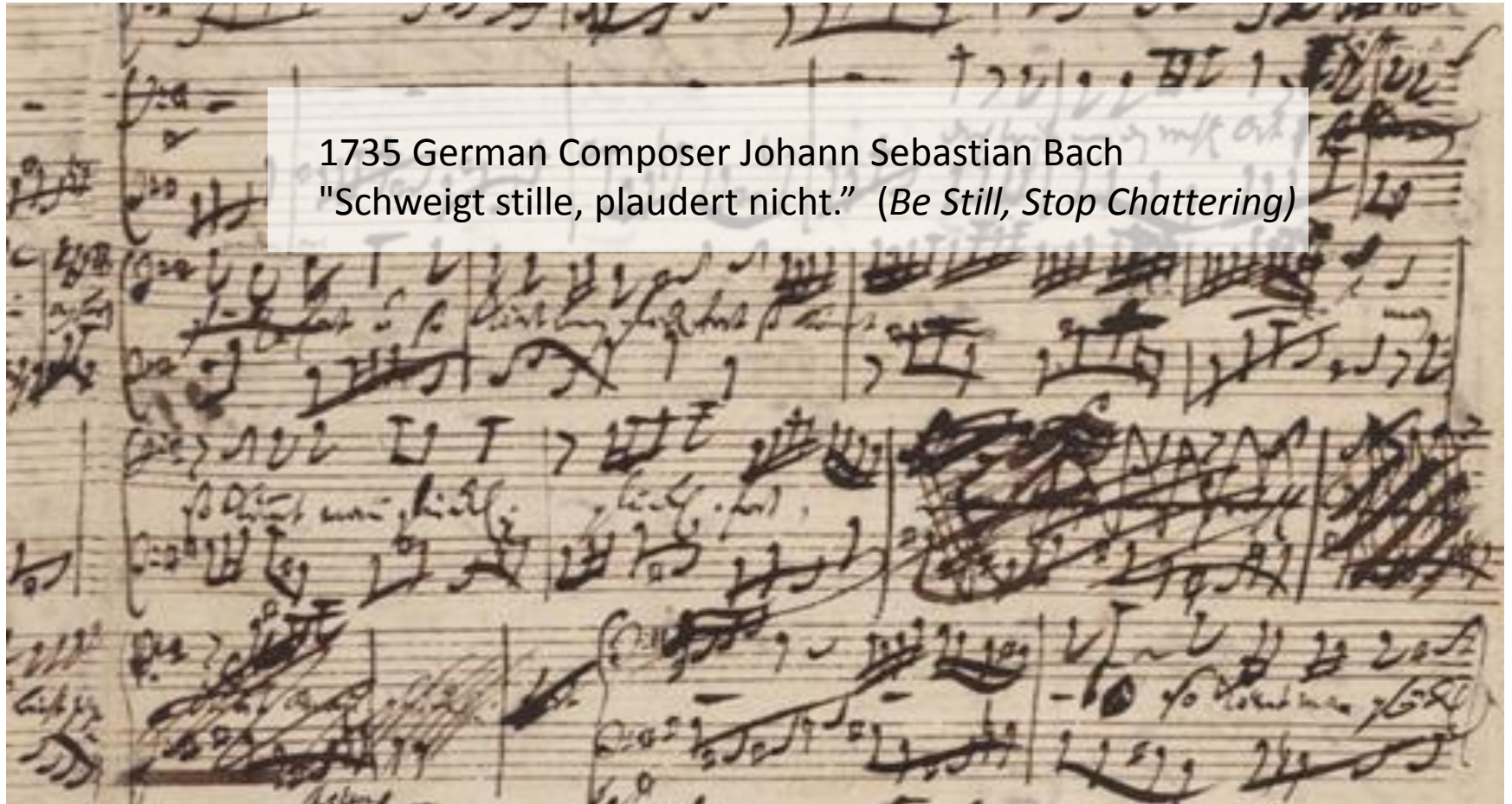


Almost half the world prefers instant coffee.



The Dutch consume twice the amount of coffee as the US which ranks 16th

Final Note



1735 German Composer Johann Sebastian Bach
"Schweig stille, plaudert nicht." (*Be Still, Stop Chattering*)

Thanks!

- National Coffee Association of U.S.A. Inc. for the use of their materials and photos. (by permission)
- Katie Johnson for creating presentation and materials
- Oregon FCE for your interest and participation

