

Felipe Ferrão, presented an in-depth overview of coffee production, history, and the challenges facing the global coffee industry. He highlighted the narrow genetic diversity of Arabica coffee, which limits breeding opportunities, and discussed efforts to develop coffee in Florida as a sustainable alternative crop. Felipe shared insights into the different coffee market segments, including specialty and farm-to-table options, and explained the complexities of coffee quality assessment. The presentation concluded with a discussion of genetic engineering possibilities for improving coffee traits, such as caffeine content and flavor profiles. Watch the video of this talk by going to the Meetings page of the RFUF website and clicking on the February 25th meeting. Videos remain active on the website for 6 months after each meeting. All photos courtesy of Saeed Khan.





History and Domestication

When coffee became so popular?

Milestones of Coffee

- **1000 A.D.:** Arab traders bring coffee with them and domesticate the coffee plant
- **1475:** The world's first coffee shop "Kiva Han", opened in Constantinople
- **1600:** Coffee is brought to Venice by Italian traders and starts spreading the West hemisphere.
- **1652:** Time for England to get its first coffeehouse
- **1660:** Coffee becomes favorite breakfast drink in New York's City's taking place of the beer.
- **1727:** The Brazilian coffee industry gets
- **1940:** The US imports 70 percent of the world coffee crop
- **1971:** Starbucks opens its first store in Seattle's Pike Place public market



Coffee Quality

What impacts my daily coffee?

The World's Most Expensive Coffee Beans

Civet Coffee – Kopi Luwak
Indonesia

Coffee harvested from the faeces of a cat

They usually select the juiciest, ripest beans for consumption. They cannot digest the coffee beans, which pass through their intestines and anal scent glands and are eventually defecated. Lost a lot of their acidity on their journey.

\$200 - \$700 per pound

\$80 per cup in a coffee shop

Coffee Quality

What impacts my daily coffee?

Roasted coffee assessment

- **Light roasts:** retain most of the original coffee characteristics. The characteristics of different origins are most pronounced in light roasts
- **Medium roasts:** balance acidity and body. Coffee's qualities creating a balance between acidity and body.
- **Dark roasts:** showcase bold bodies and a richer taste. Dark roasts obscure the finer aspects and are often used to cover up defects



Industry and Marketing

What is the coffee importance?

Top 10 Coffee-Exporting Countries (in \$Billion)

Rank	Country	Exports (\$Billion)	% of Total
1	United States	14,000	18.1%
2	Germany	12,000	15.7%
3	France	7,000	9.0%
4	Italy	6,000	7.7%
5	Japan	5,000	6.4%
6	Canada	4,000	5.1%
7	Spain	3,000	3.9%
8	Sweden	2,000	2.6%
9	Belgium	1,000	1.3%
10	United Kingdom	1,000	1.3%



Source: June 2000 large-volume export of total global consumption

