



THE SCAA EVENT 2015 – THE VIEW FROM THE COFFEELANDS

WHEN?	WHAT?	WHO?	WHY?	WHERE?
SESSION 1: FRIDAY, 10 APRIL 09:00	DISCOVERING SPECIALTY ROBUSTA: A Global View of the Ongoing Quality Movement with the Infamous Coffee Species	CRAIG DICKSON <i>Veneziano Coffee</i> ARTHUR FIORETT <i>Safra Agronegócio</i> DAVID GRISWOLD <i>Sustainable Harvest</i> NISHANT GURER <i>Kaapi Royale/Sethuraman Estate</i> HENRY NGABIRANO <i>Uganda Coffee Development Authority</i>	If CQI's R standards can do for millions of Robusta growers what its Q standards did for millions of Arabica growers—standardizing criteria, calibrating a vocabulary of quality, facilitating quality-based separation and value-addition through quality improvement—then the sooner we all tune in the better.	ROOM 101
	HOW TO MITIGATE COFFEE PRICE VOLATILITY: A Case Study	JULIO SERA <i>INTL FC Stone</i>	Protecting yourself against price volatility is a must in today's market, and no one helps growers do it better than INTL FC Stone.	ROOM 204
	SUSTAINABILITY IN PRACTICE: Turning good ideas into better business practices	SARAH BEAUBIEN <i>Farmer Brothers</i> TRACY GING <i>S&D Coffee and Tea</i> KELLY GOODEJOHN <i>Starbucks</i> KIM ELENA IONESCU <i>Counter Culture Coffee</i> SHAUNA MOHR <i>Volcafe</i> MICHAEL SHERIDAN <i>Catholic Relief Services</i>	In this discussion, five leading sustainability practitioners in specialty coffee share their perspectives on the full innovation life cycle, from ideation to implementation to continuous improvement to expand impact.	ROOM 303
	THE SITUATION OF FARMWORKERS: Challenges and Opportunities for the Specialty Coffee Industry	WILBERT FLINTERMAN <i>Fairtrade International</i> ERIK NICHOLSON <i>United Farm Workers</i> MIGUEL ZAMORA <i>UTZ Certified</i>	Farmworkers are the most numerous and most vulnerable actors in specialty coffee supply chains, but most sustainable sourcing initiatives focus primarily on smallholders. Boost your farmworker IQ.	ROOM 305 (español)



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SESSION 2: FRIDAY, 10 APRIL 10:30	MEASURING SUSTAINABILITY	MICHAEL BOYD <i>Boyd Coffee Company</i> KAREN CEBREROS <i>Track What Counts</i> MARK STELL <i>Portland Roasting</i>	You can't manage what you don't measure. These three sustainability experts share their perspectives on performance measurement systems and tools that work in the marketplace.	ROOM 202
	UNDERSTANDING PAYMENTS FOR ENVIRONMENTAL SERVICES (PES)	KAMAU KURIA CMS ÁNGEL MARIO MARTÍNEZ <i>Progreso</i> EDMOND MULLER <i>ProClimate</i> BAMBI SEMROC <i>Conservation International</i> JOHN STEEL <i>Cafedirect</i>	In a context in which short-term economic gains and long-term environmental conservation are often at odds, PES offers unique promise to create financial incentives to align economic profitability and environmental conservation. A veteran panel discusses the challenges of PES implementation and the rewards of getting it right.	ROOM 302 <i>(español)</i>
	WHAT DIFFERENCE DOES VARIETY MAKE? Notes from a Sensory Trial in Colombia.	MARK LUNDY CIAT LUIS FERNANDO SAMPER <i>Federación Nacional de Cafeteros</i> TIM SCHILLING <i>World Coffee Research</i> MICHAEL SHERIDAN <i>Catholic Relief Services</i> GEOFF WATTS <i>Intelligentsia Coffee</i>	In an era of climate change, millions of growers around the world are deciding between traditional varieties susceptible to disease and new hybrid varieties promising higher yields and more resistance to drought and disease, with considerable uncertainty regarding the implications of their choices for cup quality and coffee earnings. This panel presents a research initiative in Colombia designed to bring new information to bear on that decision.	ROOM 303 <i>(español)</i>



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SESSION 3: SATURDAY, 11 APRIL 09:00	STARBUCKS JOURNEY 100% ETHICALLY SOURCED COFFEE	KELLY GOODEJOHN <i>Starbucks</i> ANDREW LINNEMANN <i>Starbucks</i> CARLOS RODRÍGUEZ <i>Starbucks</i> TIM SCHARRER <i>Starbucks</i> BAMBI SEMROC <i>Conservation International</i>	In sustainability and international development circles innovation for social and environmental impact at scale is something like the holy grail. In 2008, Starbucks set the audacious goal of sourcing 100% of its coffee ethically. Hear how the company is closing in on that goal from the people leading the charge at different points on the supply chain.	ROOM 303
	COST TO PRODUCE V PRICE: Producers' Narrow Margins	BEN CARLSON <i>Long Miles Coffee</i> RUTH ANN CHURCH <i>Artisan Coffee Imports</i> MARK LUNDY CIAT SAURIN NANAVATI COSA	Grower profitability is in equal parts a function of cost-of-production and price. Thanks in part to rising prices at auction and the growing ranks of roasters publishing FOB prices, however, cost of production is comparatively less understood. This panel looks to restore some balance by drawing on a trove of field data from three unimpeachable sources.	ROOM 304 (español)
	INNOVATION FOR SUSTAINABILITY	PAINETO BALUKU <i>Bukonzo Joint Cooperative Union</i>	Meet Bukonzo Joint, the 2015 SCAA Sustainability Award winner, and learn how its participatory action learning methodology is increasing women's participation and empowerment in the coffeelands.	ROOM 305 (español)



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SESSION 4: SATURDAY, 11 APRIL 10:30	ECONOMICS OF QUALITY AND PRICE: Insights from CoE Auction Data	RUTH ANN CHURCH <i>Artisan Coffee Imports</i> ADAM WILSON <i>Thrive Coffee</i> NORBERT WILSON <i>Auburn University</i>	This panel helps move beyond the idea that cup quality and price are positively correlated and delivers a more nuanced of the returns to growers on their investments in improvements to cup quality. An exceptional contribution to the conversation.	ROOM 202
	COFFEE AND CLIMATE CHANGE: Farmers, NGOs and Industry Perspectives and Strategies for Mitigation	CAROLYN BARKER-VILLENA <i>Lutheran World Relief</i> AQUILES ESPINOZA <i>UCPCO</i> JEFFREY HAYWARD <i>Rainforest Alliance</i> JEROME PEREZ <i>Nespresso</i> RICK PEYSER <i>Lutheran World Relief</i>	Climate change is THE sustainability issue for our industry. And our species. (And because Rick Peyser is involved—the senior statesman of sustainability in specialty coffee.)	ROOM 304 (español)
	BUILDING VIBRANT COFFEE COMMUNITIES THROUGH IMPROVED GENDER EQUITY	COLLEEN ANUNU <i>Colleen Anunu Consulting</i> KONRAD BRITS <i>Falcon Coffee</i> KIMBERLY EASSON <i>Coffee Quality Institute</i> LYDIA MBEVI-NDERITU <i>ACDI/VOCA</i> SAMANTHA VEIDE <i>Mars Drinks</i>	What's gender equity got to do with it? A lot. Increased rates of women's participation and empowerment generate better outcomes across a range of human development variables, including income, food security, health and education.	ROOM 305 (español)



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SESSION 5: SUNDAY, 12 APRIL 10:30	FSMA AND THE COFFEE ROASTERS: What does it mean?	MIKE EBERT <i>Firedancer Coffee Consultants</i>	Former SCAA President Mike Ebert helps roasters make sense of sweeping changes to food safety regulations in the United States. What's it got to do with sustainability? The proposed rules would require significant upgrades in traceability and supply-chain transparency for many roasters.	ROOM 101
	HOW TO MITIGATE COFFEE PRICE VOLATILITY: A Case Study	JULIO SERA <i>INTL FC Stone</i>	A Spanish-language version of the same lecture delivered in English on Friday.	ROOM 302 (español)
	THE YOUNG AND THE RESTLESS: Youth, Rural Communities and the Future of the Coffee Sector	TIM FAVERI <i>Tim Horton's</i> ELENA HEREDERO <i>Multilateral Investment Fund</i> PETER KETTLER <i>Radio Lifeline</i> ANDREW SARGENT <i>Hanns R. Neumann Foundation</i>	In Europe, soccer clubs have youth academies to develop a pipeline of talent. In the United States, baseball franchises have farm systems. Representatives of the coffee, finance and non-profit sectors explore emerging best practices for investment to make coffee farming enjoyable and profitable for the next generation of growers.	ROOM 304 (español)