

**Coffee
Roasters
Guild**

**Year In Review
2020**

Our Mission

To inspire a diverse coffee roasting community through the development and promotion of the roasting profession.

Our Vision

To be the most desired and thriving community of engaged members, attracting every coffee roaster worldwide.



2020 Reach

26,700 FOLLOWERS
ON INSTAGRAM

18,663 FOLLOWERS
ON FACEBOOK

19,283 SUBSCRIBERS
TO OUR NEWSLETTER

794 SUPPORTED
BY COFFEE ROASTERS GUILD MEMBERSHIPS

751 SUBSCRIBERS
ON OUR YOUTUBE CHANNEL

A Year in Review

I do not think I am alone in saying that 2020 really shook me to my core.

As 2019 drew to a close, I reflected on the progress we made and what obstacles remained in our way. The CRG was now a global council, but how would that manifest in the lives of our membership. As regional guilds, physical events took center stage and required several hours of volunteer time and effort. I knew that the challenge for the CRG would be to learn how to truly serve a global community. Then the pandemic hit, the world shutdown, and we all became physically and emotionally isolated. The feeling of helplessness was everywhere.

At this defining moment, I am very proud of my colleagues for pulling together and creating a sense of community and focusing on what we can do instead of what we can't do. We reorganized and focused on our Mission & Goals realizing that it is the relationships we create that give us the most strength. The absence of physical events meant we had to be creative and that put new energy and life into our

work. It also erased a bar of exclusivity and created inclusive platforms where all are invited to participate. Sensory Summit was previously an exclusive event that was physically limited to 100 participants because of the space as well as being difficult to attend because of travel restrictions and the price of registration. This year we held a sold out event that allowed 300 participants to taste samples and learn from Canada, the US, Mexico, and Puerto Rico for a fraction of the price.

2020 is casting quite a large shadow and many of us are still ruled by financial uncertainty. That being said, I do believe that the future is bright. I hope to see more collaborations, for our community to grow larger and the bonds that keep us together to become stronger.



Jen Apodaca,
2020 CRG Chair

Incoming Chair Welcome

Last year has taught us that we should care for one another and be emphatic if we want to keep our heads above the surface. Focus on our health problems took our attention away from seeing a bigger picture - we are part of this world and only united and in a spirit of solidarity we can move forward - solidarity caring for our social life, economy and environment. This is how we, at CRG, define sustainability and this is very good evidence that our Leadership Council took a good course while setting up our objectives last year. We want to support our community in sustainable growth and this is why among other initiatives we put a lot of energy to create useful tools to help our members become more sustainable. We want to keep this direction in 2021. We keep our enthusiasm because of incredible people who are voluntarily working in our committees.

Our Leadership Council wants to focus more on recognising the work of these people and help to achieve their goals but also encourage other members to get involved in our activities. As a global guild we have the potential to listen to our members from different countries and cultures - this gives us a unique opportunity to build the most comprehensive, most relevant and inclusive perspective. Coffee Roasters Guild is meant to be a hub between roasters from all over the world and other organisations that have an impact on the work of roasters. We want to keep our eyes and ears open for the thriving challenges of the Roasting Community and will be more than happy to learn from our members about their needs and perspective. Speak up and we will listen!



Filip Bartelak
2021 CRG Chair

2020's Activities

Quarter 1

Ask an Expert Webinar Series
#WeAreStillRoasting Webinar Series

Quarter 2

Online Sessions
Black Lives Matter Blog Entry

Quarter 3

Online Origin Trips
Instagram Live Sessions

Quarter 4

Sensory Summit Online



Introducing Three Key Initiatives

After the unification of the two Roaster Guilds from the EU and the USA, we realized that in order to effectively serve our community we would need to pivot and reorganize how the Leadership council functions. Previously our work was done in committees which resulted in many small meetings, but less collaboration. Inspired by our Mission & Goals the leadership council met and created the three key initiatives to focus our energy and collaborate as a global council. The creation of these three key initiatives has allowed us to form working groups when needed and collaborate with regional communities as well as the larger coffee community.

The first initiative is about networking and the value of sharing knowledge. Industry networking is one of the most valuable parts of being a member in our community. The CRG recognizes that it has the ability to help amplify the voices of our community and to propel their message to other parts of the globe. Without physical events in 2020, our social media and online presence really carried the majority of the work. Instagram live, webinars, and the resources on our blog and in our newsletter.

The second initiative is about outreach to underserved communities. As a global council, we realize that in order to truly serve the global community we must make sure that we are inclusive of all regional and social communities. The CRG looks forward to creating partnerships for future physical and online events.

The third initiative is about the role of sustainability in the coffee industry and the desire to create a Sustainability Toolkit. There is no question that sustainability is the key to the success of our industry. The definition of sustainability has grown to include economic, social, and environmental issues.

Quarter 1 Activities

'Ask an Expert' Webinar Series

When COVID-19 hit the world, situations and circumstances started to change dramatically. We organized with the leadership of the other Guilds (Barista Guild and Coffee Technicians Guild) the 'Ask an Expert' webinar series. The main focus of the episodes was to emphasize the changing situation for our community members, while also adding conversation around those changing environments for all of us in our communities.

We would like to thank Courtney Muir and Mike Ebert for participating as experts in the webinar episodes.

- Food Safety and COVID-19 (March 18, 2020)
- Mental Health and Stress (March 27, 2020)

Live Webinar

Ask an Expert: Mental Health and Stress

Featuring: Courtney Muir
Moderated by Richard Stiller

Friday, March 27
8am PDT / 3pm GMT

Quarter 1 Activities

“We Are Still Roasting” Webinar Series

We started this project because we want to share the experience of how to cope with COVID-19 in Taiwan. We hosted the ‘We Are Still Roasting’ webinar and invited four people from different areas: one is working in coffee social media, one is the owner of three coffee shops, one is selling coffee online, and one is focused on coffee education. We are lucky that we are safe and have no lockdown in Taiwan. Everyone wears masks, keeps a strict social distance, and customers are required to register their names when entering a coffee shop. Owners are sanitizing their coffee shops every day to prevent closures. Coffee sales are also doing well because of online shopping. In 2020, we are still roasting.

It is hard to think back on the early days of the pandemic and the fear and uncertainty we all had about the future. ‘We Are Still Roasting’ was a global opportunity to speak to roasters about what was happening in their communities, the challenges they faced operating a business, and remaining

healthy and safe while doing so. Leading this effort was Lulu in Taiwan, where she hosted a discussion with other industry professionals. Taiwan and other countries in Asia did a wonderful job with their early response efforts having had previous experience with the SARS epidemic in 2003. Erika led a discussion in Spanish with roasters in Mexico, Stephen and Kaya hosted a conversation with roasters in Europe, and Jen hosted roasters in the USA. These conversations helped to spread knowledge and ideas as well as quell fears and anxieties.

A white rectangular poster with a yellow border, set against a background of yellow wavy lines. The poster features the Coffee Roasters Guild logo (a stylized coffee cup) and the text "Coffee Roasters Guild". Below the logo is a horizontal line, followed by the main title "CRG Virtual Event" in large, bold, black font. Underneath the title is the subtitle "We Are #StillRoasting: A Conversation with Coffee Professionals in Europe". At the bottom, the date "June 3, 2020" and time "5:00pm BST / 6:00pm CEST" are listed, along with the website "crg.coffee" in bold black font.

 Coffee Roasters Guild

CRG Virtual Event

We Are #StillRoasting: A Conversation with Coffee Professionals in Europe

June 3, 2020
5:00pm BST / 6:00pm CEST
crg.coffee

Online Sessions

“Updated Cupping Protocol” in Mandarin

Cupping is an essential part of the coffee industry. We still need to do cupping during COVID-19. That’s why it’s very important to update the cupping protocol. However, the modified cupping protocol requires more practice to make it perfect. It has already been translated to Mandarin and Japanese to help more people understand the big change. We received valuable feedback from different countries and hope they can benefit from the improvement.

“Relationship Coffee with North Central College”

We hosted a conversation with The Coffee Lab at North Central College which has a 15 year relationship with Café Juan Ana, an indigenous growers association based in the Atitlán region of Guatemala. This conversation explored the social impact that a long term relationship can have by exposing students and faculty at the university to the realities of coffee production within a small, self-sustaining co-op of growers. The hope is that others can use the NCC program as a template for enacting similar programs with other co-ops and growers associations in other countries.

ED&I Statement / Black Lives Matter

Hello CRG Members,

My name is Miles, I'm a Business Development Manager at IKAWA, a former AST and roasting educator, and a black coffee professional.

Moving through life as a member of the minority, the layers of my identity are always front of mind. Even the same when participating in coffee: I'm a woman who roasts coffee in a male-dominated sector, as well as a Black person working in a white-dominated industry.

Before the globally-viewed, gruesome killing of George Floyd I never was given space to share with colleagues what these intersections mean, why they matter, or why even not discussing them holds us back as a community. I've shared so much now, more than ever, and have been met with so many conversations showing growth from my colleagues (and also a few showing willful ignorance and a commitment to upholding white supremacy, unfortunately).

As a volunteer of a committee created by the CRG at the turn of a white supremacist incident at one of our community events, I bear the weight of bringing awareness to the topics above and finding ways to organize our roasting community and the structure of our CRG to protect the folks in our sector in the margins.

Much of what this looks like is unseen work: committee calls,

sharing, long-term planning, our own democratic process, cross-functional projects, internal selling, rebuttals and education, carried out as volunteers on top of our full-time jobs. I'm happy to be sharing it here, as it's a very overdue introduction.

Moving forward, I'm happy to share more on what we're working on as a committee and, of course, receive feedback from the community (this is actually one of our committee's tasks for this year!).

Thanks for reading and staying involved!

- O.M. Miles (just call me Miles)

Here are a few ideas on how you can contribute to the anti-racist movement...

- #1 Donate
- #2 ... if you can't afford to donate, crowdfund or raise money
- #3 Protest
- #4 Petition
- #5 Vote
- #6 Educate yourself and your staff
- #7 Look closely and adjust your organizational structure
- #8 Amplify, support, and patron Black-owned businesses
- #9 Highlight Black coffee professionals
- #10 Keep listening and learning

Quarter 3 Activities

Instagram Live: Virtual Origin Trips

Virtual Origin Trip: Brazil

With the pandemic forcing the cancellation of the planned CRG origin to Brazil, we took a virtual trip instead. Gustavo Guimaraes, Consultant for Instituto do Café da Chapada de Minas and producer Luis Martins took us on an expansive tour of Fazenda Vista Alegre. We were able to see the entire operation from the fields to the milling operation of his award-winning coffees.

Virtual Origin Trip: Rwanda

Our conversation with Gervais Kayitare, Executive Director of Kopakama Coffee Cooperative focused on the social enterprise of empowering women growers within the cooperative. Ruth Ann Church, an importer in Michigan has been working for several years to highlight and invest in the coffees produced by the women's groups by paying premiums for reinvestment into their operations.

A Virtual Origin Trip to Rwanda

Hosted by
Ruth Ann Church
and David Myers
with Gervais Kayitare

Thursday, September 17
7am PDT / 3pm BST
[instagram.com/coffeeroastersguild](https://www.instagram.com/coffeeroastersguild)

Quarter 3 Activities

Instagram Live Sessions

This year the world was forced to face a lot of challenges and try to figure out new ways to stay connected with each other. When trade shows and competitions were cancelled, we had to come up a new way to keep the Guild members connected and put out content to keep everyone involved, engaged, and maybe distract a little from the situation.

The first Instagram live we ever did was with myself (Stephen Houston) and Rocky Rhoads. It was a fun and lively chat about the incredible work that Rocky was doing with coffee producers in Myanmar. It's a shame we couldn't save it to our feed, but was the start of things to come and we have since uploaded ten other IGtv videos - from virtual origin trips, to panel discussions, to focused discussions of topics around coffee production and history. I can't wait to kick off 2021 with a new program of Instagram lives, webinars and other remote ways of us all staying connected!

Climate Change's Impact on Coffee Production (August 14)

I had the pleasure of speaking with Michalea Tomchek who is a graduate MSc student at the Royal Agricultural University in the UK, working towards a degree in Sustainable Agriculture and Food Security with a focus on coffee production.

Her research project is based in Kenya examining coffee farmers' perceptions of climate change and how they are attempting to adapt. The findings will help guide policymakers and future researchers on how best to prepare Kenya and other East African countries for climate change. Research has indicated that roughly half of the coffee-producing land will be unsuitable by 2050, so action must be taken. It was a great hour of listening and speaking with this passionate professional. Climate change affects us all, so having more people creating awareness and taking action to save the livelihoods of farmers and coffee itself is important.

[Donate to Kenyan Coffee and Climate Change Research](#)

History of Specialty Coffee in Brazil (September 10)

A personal favorite of mine, Noa Berger is someone I look up to for her knowledge and passion towards specialty coffee. She is a Sociology PhD candidate at the EHESS in Paris studying the social construction of quality and authenticity in the French and Brazilian specialty coffee markets. Her work has been featured in Standart Magazine, 25 Magazine, Le Monde, Ha'aretz and Gastronomica, and she regularly speaks at industry events (Specialty Coffee Expo, World of Coffee).

Noa spent 3 months visiting farms and producers in Brazil; it was great to hear her findings and perspectives from this trip and how it helped her research. It was also a chance to learn more about how specialty coffee came about in Brazil, how it has shaped its coffee growing, and where it holds itself in the global market. Noa is definitely someone we will have back at the CRG to share more of her research.

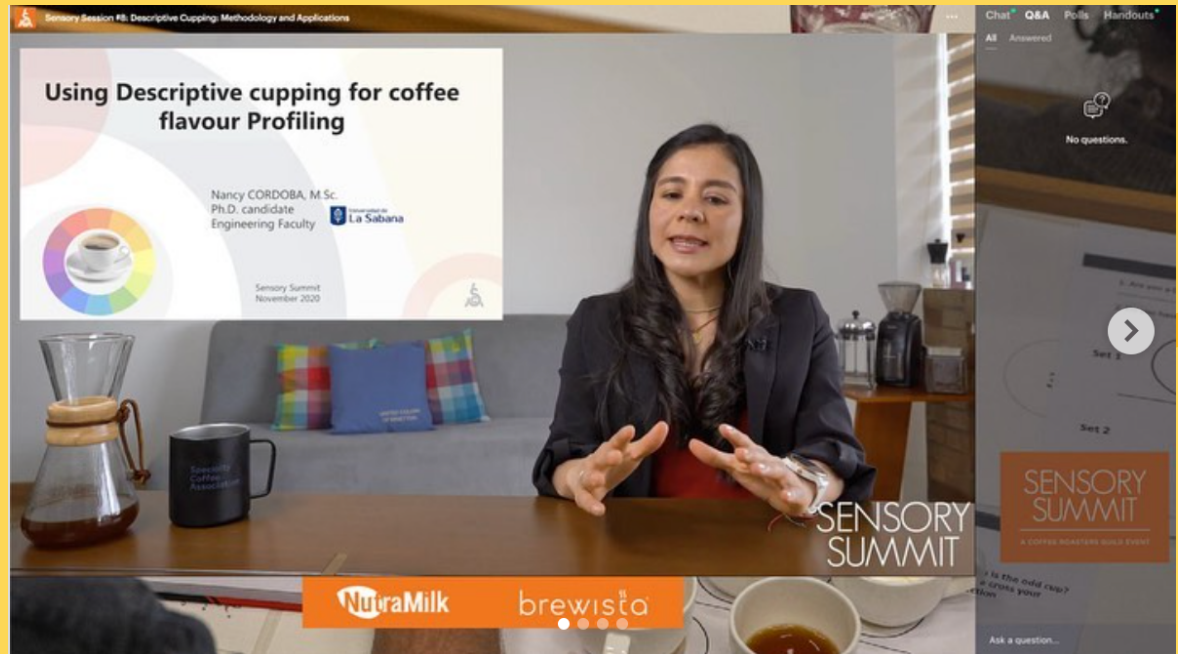
Quarter 4 Activities

Sensory Summit Online

Sensory Summit took place online this year. It was a massive undertaking led by SCA staff to move the entire summit to an online space - including all sensorial exercises and activities. Instead of people traveling, Sensory Summit traveled to people via the post. As a Guild, we are very happy to see the event being more inclusive and open as a consequence of being carried out in an online format, as there are no travel costs, visas, and we were able to open the participation, specifically to Mexico this year.

Of course, it is a different feeling connecting on sensorial experiences and science via a browser. However, it was great to see how many discussions evolved in the chat and in the live Q&A sessions with the speakers. The format has definitely added another layer to Sensory Summit! The feedback we have gathered from the community was very positive.

Having so many different speakers from around the world made the event very special. Touching on topics as 'The Economics of Coffee Attributes' to 'Using Science to Change the Way We Brew Coffee', Sensory Summit set the bar again in coffee science and an as event that is unique in the coffee world. Sensory Summit stays a one-of-a-kind event that any professional with interests in sensory science, cuppings and coffee science cannot miss.



Our Reach

Connecting with our Community via Social Media

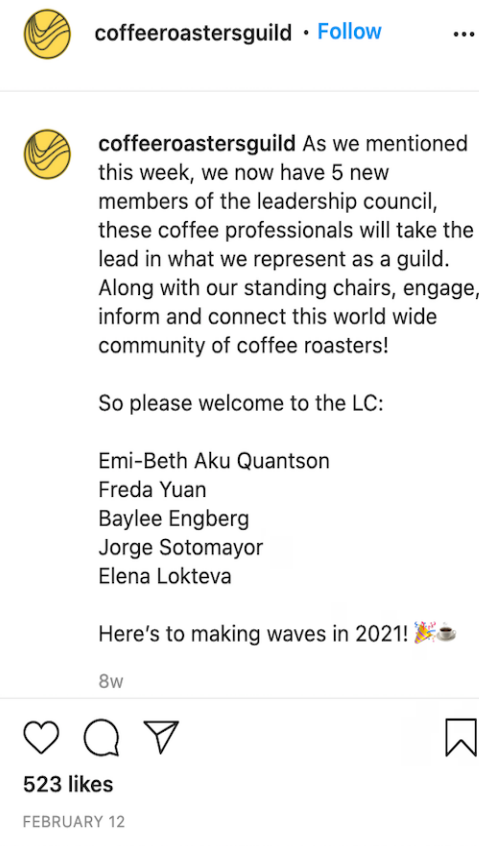
Top 5 Instagram Posts

1. Leadership Council Welcome
2. Leadership Council Announcement
3. Sensory Summit
4. Chair Team Introductions
5. How Coffee Roasters Can

Contribute To The Anti-Racist Movement



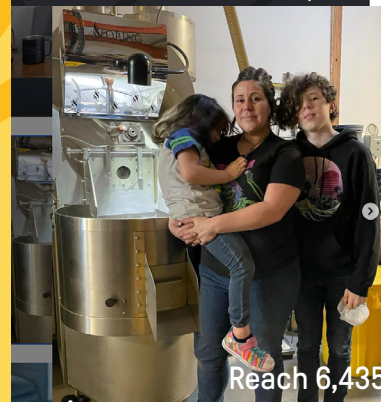
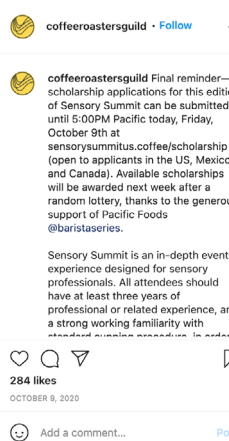
Reach 7,168



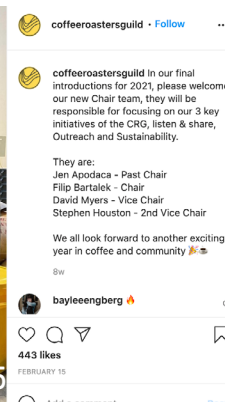
Reach 6,926



Reach 6,703



Reach 6,435



Reach 5,699

Thank You to Our Outgoing Leadership Council Members!

We would like to express our gratitude to Brent Patton, O.M. Miles, Chris Halien, Darius Vezelis and Shih-Ru (Lulu) Wang who have served their terms in the CRG Leadership Council. Thank you for your contributions, especially last year, helping the roasting community stay connected around the world!

We would like to especially thank Sonja Grant. You were not only one of the founding members of the CRG in Europe and served in various roles throughout your journey with us, but have also been a chair in 2019 and past chair in 2020. The Coffee Roasters Guild would not be where it is without your dedication, passion, love, and character. Thank you for making the roaster community what it is and setting the CRG on the right path for success and growth with your leadership!

We would like to wish all of you all the best for your future endeavors and we are looking forward to seeing you soon in the worlds of coffee. THANK YOU!

Introducing the 2021 Leadership Council

In 2021, the Barista Guild will be represented by the following elected people in the Leadership Council:

Chair: Filip Bartelak

Vice Chair: David Meyers

2nd Vice Chair: Stephen Houston

Past Chair: Jen Apodaca

Members of the Leadership Council 2021:

Baylee Engberg

Kaya Carretta Herlofsen

Stephen Houston

Elena Lokteva

Jiyoon Han

Erika Chagoya León

Emi-Beth Aku Quantson

Jorge Sotomayor

Freda Yuan

Looking Ahead: 2021's Activities

2021 will be a year full of activities and we have already felt the energy in our first leadership call this year. We are looking forward to working with all of you - are you a roaster or aspire to become one? We are looking for your input, ideas and topics you'd like to see discussed within the CRG community.

Get involved, stay connected, and make your voice heard. We are looking forward to hearing from you: crglc@sca.coffee.



