

FILTER

CLEMENTE HERNANDEZ
OAXACA, MEXICO

BRIGHT AND CHEERFUL WITH NOTES OF STRAWBERRY, APRICOT, FAIRY FLOSS

The Sierra Mazateca is located in Oaxaca and gets its name from the presence of the indigenous group, the Mazatec. The land is found between La Cañada and the Papaloapán Valley at the state's northern tip.

Coffee-producing states in southern Mexico face a challenging economic reality. Oaxaca and Chiapas are the two poorest states in Mexico, with poverty rates of 60-80% and extreme poverty rates of 20-40%. Coffee production yields have become dangerously low in these regions. Over the last ten years, coffee leaf rust disease and the lack of financial or agricultural means to tackle it have reduced production by up to 90% in some regions. The average yield in Oaxaca is now just 100kg of parchment per hectare. For context, the average yield in Colombia is 2,400kg per hectare. The vast majority of Mexico's 500,000 coffee producers are smallholder farmers with one hectare or less land under coffee, making the average annual production very low and sadly making coffee farming increasingly unsustainable. This is fuelling widespread migration to Mexico's urban centres and the United States. In short, coffee production is disappearing.

That being said, we are finding some stunning quality coffee from small pockets of Mexico, and Clemente Hernandez is a shining example. We're getting tropical fruit notes with crisp citric acidity and rich, sugary sweetness.

WE BELIEVE IN HONEST COFFEE

We determined a sustainable, profitable price for the growing longevity with the producer. We've listed the Freight on Board (FOB) price we paid to our origin partner, Osito. In addition to the FOB, we incur further costs in shipping the coffee to Melbourne, completing a quality assessment, roasting (resulting in a 15% weight loss) and packaging for retail sale. You can read more about the way we source coffee via our website.

PRODUCER

PRODUCER	Clemente Sanchez Hernandez
COUNTRY	Mexico
ORIGIN	San Mateo Yoloxochitlan, Oaxaca
FARM / COOP	

COFFEE

VARIETIES	Typica, Mundo Novo, Bourbon
PROCESS	Fully Washed
ALTITUDE	1600 - 1850 masl
HARVEST	June to August
LOT SIZE	138 KGs
QUALITY SCORE	87
FIRST ROAST	March 4, 2024
ROAST SCALE	Light

PURCHASING

BUYER	Courtney
ORIGIN PARTNER	Osito
LENGTH OF RELATIONSHIP	First year

COMPARE THE TRADING MODELS

TRADING MODEL	SEVEN SEEDS	COMMODITY	FAIRTRADE
FARMGATE	\$23.61	Varies	Varies
FOB	\$23.61	\$6.59	\$6.79

Figures are shown in AUD/kg, at the conversion rate at time of contract. Varies due to different processing methods for each coffee, comparison isn't possible.



THE BEST TIME TO DRINK COFFEE

We've found the best window to brew coffee is 7-14 days after the roast date. That period best represents the coffee we've sampled, sourced, quality assessed, roasted and deemed good enough for our menu.

Coffee continues to be optimal for up to 30 days after the roast date.

V60 POUR OVER

We use a starting point ratio of 5g - 6g per 100 mLs of water. A 1-cup V60 cone will suit a standard 250mL brew. If you like a stronger coffee, explore adding an extra 2g - 3g of coffee per 100 mL of water.

Place filter paper in the cone then thoroughly rinse the filter paper with hot water. Place ground coffee in the centre of the cone and add hot water in a 1:3 ratio eg: 15 grams of coffee with 45 grams of water. Gently swirl or agitate ensuring all ground coffee is wet, then wait for your timer to hit 60 seconds. Continue adding water, topping up as it soaks through. Give it another little swirl/stir once all of the water has been poured. Wait for the last of the water to drip through into your cup. Total brew time should be between 2:30 - 3:30.

ESPRESSO BREWING

BREW RECIPE

Based on the size of your basket, aim for a ratio of 1:2 coffee to water, e.g., 18 grams of coffee to 36 grams of water. Adjust according to preference, up to plus/minus 1 gram. We pour a longer shot in Seven Seeds cafes using a 19g:43g ratio.

TEMPERATURE

Aim for 94-95 degrees Celsius if your machine allows temperature adjustment.

TIME

Your brew time should be between 26-32 seconds, give or take a few seconds.

ADJUSTMENTS

For a stronger brew, aim for a slower brew time. Use a ratio with less water and coffee with a finer grind.

If you prefer a weaker coffee, this can be achieved with a coarser grind for faster brew time and/or a longer yield.



FILTER BATCH BREWING

Seven Seeds Target Ratio 16.5 : 1 water to coffee.
Approx. 100mL of water to 6 grams of coffee.

