

# SEVEN SEEDS TRANSPARENCY REPORT

## MUSTEFA ABALULESSA · ETHIOPIA · FULLY WASHED

### ROASTER NOTES

In 2017, a legislative change in the Ethiopian coffee industry made it easier for producers to gain export licenses, allowing them to sell more directly to customers like Seven Seeds. A somewhat radical change to the ECX ( Ethiopia coffee exchange ) allowed for more vertical integration, removing barriers to market entry for producers. Mustefa Abalulessa was one of the first producers to gain such a license, and after an initial meeting in 2018, Seeds could purchase directly from Mustefa in 2021. Further changes followed in 2019/2020, which helped washing station owners obtain export licenses. Last year we bought five lots directly from 5 different producers or washing station owners. Changes like these have made establishing and maintaining direct relationships with smaller coffee exporters easier, removing bureaucracy and improving pricing transparency. It is not a perfect model but is widely seen as positive progress for producers in a country where coffee is the largest exported commodity.

### ROASTING IS SUBJECTIVE. TRANSPARENCY IS CLEAR.

Via our friends and sourcing partners Co Qua Lab, a sustainable, profitable price for the growing longevity is determined with the producers. Co Qua work closely with producers to assess cost of production & cost of living by region. We've listed both the FOB (Freight on Board) and the Farmgate price, which is the payment directly to Mustefa Abalulessa. On top of the FOB cost, we then shipped this coffee to Melbourne, complete quality assessments, roast (resulting in a 15% weight loss), & retail it, adding significant costs & risk.

### PUNCHY & SWEET PROFILE WITH NOTES OF APPLE PIE, PAWPAW, HONEYCOMB

ROAST         
SCALE LIGHT MEDIUM DARK

### COMPARE THE DIFFERENT TRADING MODELS

TRADING MODEL	SEVEN SEEDS	COMMODITY	FAIRTRADE
FARMGATE	\$9.74	varies	varies
FOB	\$11.34	\$7.06	\$7.26

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



# PROFILE

**PRODUCER:** MUSTEFA ABALULESSA

**COUNTRY:** ETHIOPIA

**ORIGIN:** AGARO, OROMIA

**FARM / COOP:** KOYE

**FIRST ROAST:** SEPTEMBER 5

**HARVEST:** OCT - DEC

**ALTITUDE:** 2150 MASL

**PROCESS:** FULLY WASHED

**VARIETIES:** MIX OF 74110,  
74165

**BUYER:** RYAN

**ORIGIN PARTNER:** COQUA

**LENGTH OF RELATIONSHIP:** 2ND YEAR OF PURCHASING

**QUALITY SCORE:** 86.25

**LOT SIZE:** 9600

## POUR OVER

WET FILTER PAPER IN THE CONE, ADD 20G OF COFFEE, SATURATE WITH 60G FILTERED WATER OFF THE BOIL. AFTER 30 SEC ADD 140G OF WATER, AGITATE WITH SPOON FOR ONE ROTATION, AFTER 60 SEC ADD 150G, STIR AGAIN IN SAME MOTION. TOTAL BREW TIME SHOULD BE 2:30-3:00 MINS.

## FILTER BATCH BREWING

SEVEN SEEDS TARGET RATIO: 16.5 : 1

## ESPRESSO BREWING

18G BASKET	ROBUR	MYTHOS	EK	20G BASKET	ROBUR	MYTHOS	EK	21G BASKET	ROBUR	MYTHOS	EK
DOSE	19 G	19 G	18 G	DOSE	21 G	21 G	20 G	DOSE	22 G	22 G	21 G
TDS	8.5-8.9	8.5-8.9	8.5-8.9	TDS	8.5-8.9	8.5-8.9	8.5-8.9	TDS	8.5-8.9	8.5-8.9	8.5-8.9
SHOT WEIGHT	42 G	42 G	42 G	SHOT WEIGHT	48 G	48 G	48 G	SHOT WEIGHT	54 G	54 G	54 G
TIME	26-32 sec	26-32 sec	25-30 sec	TIME	28-32 sec	28-32 sec	25-30 sec	TIME	30-34 sec	30-34 sec	28-32 sec
YIELD	19-20 %	19-20 %	19-20 %	YIELD	19-20 %	19-20 %	19-20 %	YIELD	19-20 %	19-20 %	19-20 %
TEMP	95°	95°	95°	TEMP	95°	95°	95°	TEMP	95°	95°	95°

