

Coffee Board of India....
Recognising the
Excellence of Fine Coffees
Honouring the dedication
of the Coffee Fraternity
Rewarding the
Brilliance of Skill
in the Indian Coffee Industry.





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From the Chairman's Desk

Coffee production and processing can be compared to wine or cheese making; it is equally elaborate, laborious, and time consuming and is fast attaining the exalted position that wine and cheese making enjoy in the world. With the rise in the popularity of specialty, single origin, premium coffees; the demand for sophisticated coffee machines and out of the world coffee concoctions by Baristas, coffee is poised to become perhaps the most experimented upon beverage generating an ever increasing interest of human folk.

With such profound attention being paid to quality in the cup, each process in the coffee production has to be of the highest quality. Coffee fraternity in India has been devoted to perfecting the science and art of producing and processing coffees. To recognise and award such dedication, the Coffee Board of India and the India Coffee Trust have constituted a range of awards right from production, processing, exporting, roasting, curing and coffee making - offering an opportunity for the coffee community to exhibit their

excellence. This issue covers the awards instituted as well as the thoughts and opinions of some of the winners of the awards.

For the benefit of the Indian coffee planters, in this issue, we are reproducing a critical analysis of two neighbouring South American coffee producing countries Ecuador & Peru - famous for their fine quality coffees. While both the countries have seen fluctuations in production over the past decade, both have employed varying strategies to increase their production. Today, Peru is reaping the benefits of attempts made over a decade to expand the land under coffee production as well as to increase the yield. Ecuador has also mobilised similar projects for expansion and better farm practices to increase the yield.

Clonal propagation is a relatively new concept for the Indian Coffee industry; however it has been demonstrated in certain other parts of the world that the process can be a success. Coffee Board in its attempt to bring new technologies and sciences to the Indian



coffee community organised interactive workshops to address the issues of clonal propagation as well as other crop management methods to the participants and a report on the workshops is contained within.

The Research and Extension departments of Coffee Board have continued their relentless efforts to reach out to the Indian coffee planters and educate them on various issues related to coffee production. This issue covers two reach out training programmes conducted by the Coffee Board to educate the growers about the processes, procedures and benefits of acquiring certifications as well as on the use of machinery in the coffee estates.

We also bring to you a poignant tale by one of our officers describing the 'Aha Moment' when she had her first cup of coffee as a student not knowing that she was to have a life long relationship with coffee.

Jawaid Akhtar, IAS
Chairman, Coffee Board

Letters to the Editor

Your views, opinions & observations are welcome as long as it is in the spirit of the magazine's principles and values, and may be sent to:
editor.indiancoffee1@gmail.com

The publisher reserves the right to respond/publish the same in this magazine.