



President—Paul

Spoke Newsletter

Wednesday October 31, 2018

Attendance: 22(55%) Attendance with make ups: 29 (73%)

Program Wednesday, November 7, 2018

Darin Krueger—Nebraska National Guard Museum

Arranged by Andrea Ahrens

Program Wednesday, October 17, 2018

Jon Ferguson—"The World of Coffee and Trees—From Seed to Cup"

Arranged by Dean Douglas



Jon Ferguson Biography: Experienced Quality Specialist with a demonstrated history of working in the non-profit organization management industry. Skilled in Sales, Retail, Coffee Roasting, Inventory Management, and Coffee. Strong quality assurance professional with a Master's Degree focused in Anthropology from the University of Nebraska-Lincoln. Coffee Specialist, Arbor Day Foundation Dec 2015-Present-3 yrs Lincoln, Nebraska, Graduate Teaching Assistant University of Nebraska-Lincoln. Coffee Buyer, The Roasterie, Inc. Kansas City, Missouri Area, Director of Quality Control Dogwood Coffee Company, Greater Minneapolis-St. Paul Area, **Owner**—Cultiva Coffee Roasting Company, Lincoln, Nebraska, Barista Manager, Zoka Coffee Roasters, Seattle, Washington.

Roughly 70 countries produce coffee, and while quality and flavor profile vary wildly, it's impossible to know just how a batch of beans will taste until they're roasted. However, green coffee beans can be checked for physical defects and roasted in sample batches before being purchased in larger quantities.

A coffee roaster is a bit like a gas stove combined with the rotating drum of a clothes dryer, which helps ensure the coffee is roasted evenly. The beans will begin to make a popping noise (similar to popcorn) when they reach a temperature of about 300 degrees — essentially a light roast. They'll go quiet again before crackling a second time around 12 to 15 minutes into the roasting process — essentially a dark roast. "There's no third crack," Ferguson says. "That's a fire."

Once the coffee is done roasting, it's poured into a cooling tray attached to the roaster, which allows ambient air to suck the smoke out of the beans. The cooling process takes about 4 minutes, at which point the beans can be placed in storage. They're ready to brew a day or so later, really good at two weeks and start to lose quality after about a month. While people often prefer different roasts for espresso, the beans are interchangeable with those used for drip coffee. Espresso is simply coffee brewed using a pressurized process. .



A Rotary Thank You to Jon Ferguson for an excellent presentation on the "World of Coffee and Trees."

**Lincoln East Rotary Club
Meetings at Valentino's—70th & Van Dorn
Noon Luncheon starting @ 11:45 a.m.**

October 31, 2018

Many things can impact the quality and traits of espresso, including water quality and temperature, grind size and level of pressure. Similar factors are at play when coffee is brewed using other processes. Milk for lattes and other espresso drinks should be steamed to between 150 and 155 degrees. Steaming the milk hotter than 190-200 degrees risks curdling the milk, which can negatively impact flavor and possibly burn you.

"Flavored" coffees aren't grown that way. The flavor in those coffees — which comes from syrups — is added at the end of the roasting process. But unflavored coffee beans still have subtle but widely varying notes: they can be flowery, nutty or citrus-like, for example. Ferguson used to seek out coffees with extreme flavor profiles. Now, he says, "I like balance. ... I want to just find a really nice, balanced cup of coffee."

Known largely for its domestic efforts such as the "Tree City USA" program and its partnerships with the US Forest Service, the Nebraska-based nonprofit Arbor Day Foundation has established some deep roots in the coffee lands, too. Earlier this year, the group officially launched Project 2050, which is designed to inspire the coffee industry to promote and enable greener practices throughout the supply chain. The two-pronged program involves growing Arbor Day's existing sustainable coffee sourcing efforts while offering roasters and other interested parties a marketable initiative to purchase carbon offsets while directly supporting forest-related projects in the coffee lands.

For Project 2050, Arbor Day has outlined four purchasing standards for sustainable agroforestry management practices, involving: 1) tree management; 2) water management; 3) coffee quality planning, and 4) environmental education. Yet unlike with voluntary certification schemes, the Arbor Day team is adapting these standards on a case-by-case basis based on the farm's existing capabilities and financial concerns.

"For shade-grown coffee, historically it's been the Smithsonian bird institute," Ferguson said, noting that the organization's strong efforts toward protecting migratory bird populations sometimes don't easily apply to coffee production. "But there is a spectrum of shade cover — monoculture, rustic, traditional polyculture... Is there another way to incorporate maybe a new definition of what shade-grown can be?"

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There's something to that. Earlier this year, we highlighted a report from the Earth Security Group that underscored the importance of mainstreaming shade-grown conditions in order to protect the long-term global coffee supply amid changing climatic and market conditions.

Supported by a wealth of research showing shade-grown's positive effects on coffee quality, environmental sustainability and even total farm profitability, the report addressed major industry players in the business of roasting and selling brewed coffee. It identified supporting shade-grown and biodiverse practices as "the next frontier in business model innovation, while urging coffee companies to exercise their marketing capabilities to generate demand for shade-grown.



Monoculture
(Sun Grown)



Agroforestry
(Shade Grown)



Anniversaries & Birthdays

Weeks of November 1—7

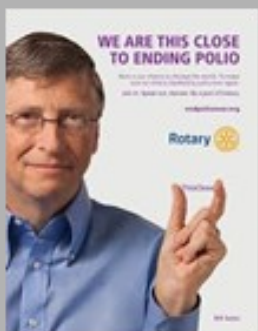
Birthdays:

Dennis Schmidt—November 1

Anniversaries

NONE

Rose: Chris Klingenberg



Happy Dollars

Charles Erickson	\$ 5.00
Dean Douglas	\$ 1.00
Sue Schuerman	\$ 3.00
Dale Lloyd	\$ 1.00
Greg Schnasse	\$ 1.00
Duane Tappe	\$ 2.00
Andrea Ahrens	\$ 2.00
Darrel Huenergardt	\$ 1.00
Al Burdick	\$ 5.00
Barry Stelk	\$ 5.00
Paul Horton	\$ 5.00
Wayne Casper	\$ 5.00
Total	\$ 36.00



Greeter Duty

November—Minnie Stephens

December—Wayne Casper

Make Ups

Dick Cumming
Dennis Duckworth
Deb Durre
Ozzie Gilbertson
Milt Schmidt
Minnie Stephens
Ed Stivers

Board Meeting
SumFun Picnic
Concessions F.B.
Another Meeting
Concessions F.B.
Board Meeting
Dictionary Project



Cashier Duty

November—Barry Stelk

December—Chris Klingenberg

Contact Dick Cumming

Guests & Visitors

Judy Douglas
Pam Apley
Merrilea Anderson
Jon Ferguson

Dean Douglas
Dean Douglas
Steve Grosserode
Speaker

Lincoln East Rotary Club—October Speaker Schedule

November 14—Pam Dingman, Lancaster County Engineer—Arranged by Andrea Ahrens

November 21—No Meeting—Thanksgiving Holiday

November 28—Barbara Walker Loos, Latest Technology for the Blind—Arranged by Wayne Casper

Lincoln East Rotary Club
Spoke Newsletter
Published by Wayne Casper