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# Time of Coffee Revolution

Why are coffee people threatening to drink no coffee in 2050?

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The threat has not been raised in vain. If climate change can not be stopped, coffee is one of the worst sufferers. There is still a lot to be done in order to avoid a sudden sting.

**Petri Leppänen** and **Lari Salomaa** explain the subject on Friday, August 17, in the book "*Kahvivallankumous*". The book runs parallel to the flow of data and the story of one organic farm, and both get information that motivates the revolution.

Writers are delighted with the idea that the world's largest coffee producer in Brazil and the biggest coffee-consuming country in Finland are facing the story. Like many others, they believe that the coffee revolution can start from the North where people have the resources to change.

- We call upon consumer responsibility and power! It is not worth running after the cheapest, because it leads to bad food in all food production, says Salomaa.

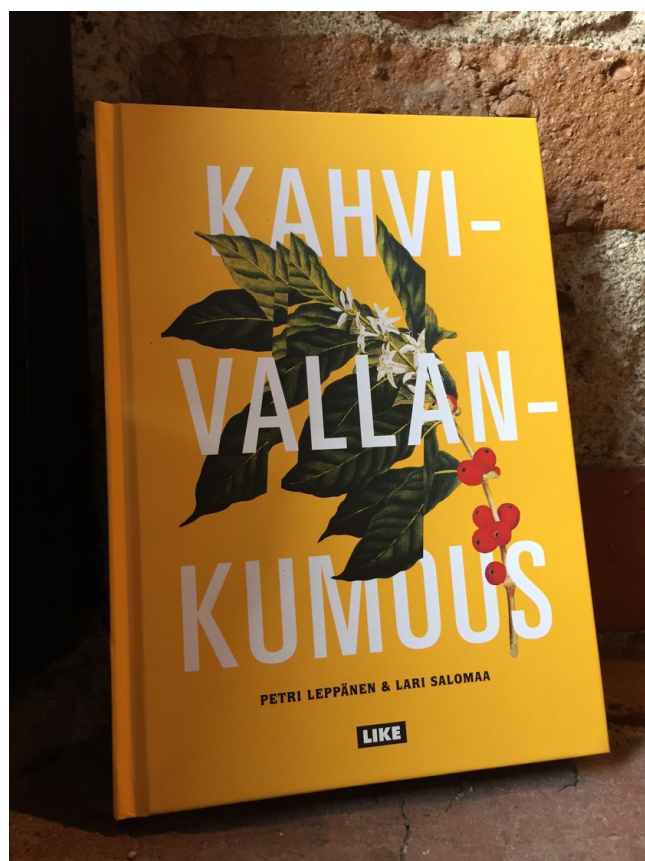
## Specialty coffees are measured with Quality Score

Lari Salomaa, who serves as a lieutenant leader of Johan & Nyström's mining champion in Finland, is the right man to tell about coffee production. He has rehearsed on coffee grounds and has learned to evaluate coffee beans and taste coffee.

He can be surprised by what the term specialty coffee, specialty coffee, means. Inevitably he thinks that it is espresso-



*Petri Leppänen and Lari Salomaa.*



## Total Quality

Marcos Croce's Favorite Term is Total Quality. Ideology means organic, high morals, ethics and product quality.

- It's a full round: it must be economically sustainable, ecologically sustainable, socially sustainable and mentally, Croce said in an interview with the Financial Times last year.

based coffee drinks, but no, really specialty coffee means high-quality coffee.

In the coffee quality system, coffee beans are scored from zero to one hundred. One hundred points are the perfect coffee's ideal, rarely achieved. When the errors of the respective paprika are taken into account, the coffee defined for more than 80 points is a special coffee. And that's the quality that the mini-shops buy from the world, so the coffee makers are specialty coffees.

- Specialty coffees are handicrafts, durably produced and often farmed organically.

Beans classified as special coffees are of the essence of homogeneity, so there are no side odors that should be covered, for example, by roasting coffee dark.

Much of the criticism of the coffee revolution is directed at the production of bulk coffee. That's what the big roasters buy without knowing the origin exactly. Certificates such as Fairtrade also receive criticism because they do not include a definition of quality. So you can get a good conscience about the nature, the farmer and the future of the earth, but the certificate is not a guarantee of coffee quality.

## Why organic?

The main characters of the coffee revival are father and son Groce. Their unique story - returning from the United States to a family's maternal family in Brazil to learn coffee - is an impressive growth report,

The Croce family farm and the Bobo-o-Link farming community have ten meters to reach Total Quality. Monitoring monitors water purity, soil condition, biodiversity, nutrition, health and education of farm workers, farm economies, transparency of operations and quality of coffee.

Part of the change in the industry is that, in the past, the farmers did not literally have a smell of roasting or tasting. In their community, Felipe Croce spreads the lessons learned in the US hip hopboats and urges his colleagues to taste the kind of bartenders who want to serve the specialty coffee.

## Less is more

For the consumer, the best approach would be to realize that there is less.

Lari Salomaa is really concerned about our wasteful and indifferent relationship with coffee. Coffee is a record high in Finland, but every day a coffee drink is typically poured into a drain by a couple of cups.

If coffee was to be appreciated, it would be more of a concern. And if we really appreciate what we drink, we would choose it even more carefully than we do today. For example, by the name of the farm, such as specialty coffee packages can now be selected.

- If the product pays a little more, it can mutually reduce the loss, with the final cost going to the same level, the authors reason.

and **Marcos** and **Felipe Croce** are happy to tell about the heels they have learned .

When the family decided to take the coffee shop for treatment, the heiress **Silvia Barretto** announced that it would be made organic. That solution has completely changed the state of the space and required long learning spells.

There is not a thing on the farm that we would not have changed from my grandfather's time. We have changed everything from plant genomics, soil treatment, and the role of shadows, Felipe Croce explains in the book.

The most expensive help from Groce's family has been like the local farmers who have guided to think of nature above.

In a farm, coffee trees live in the places they enjoy. They are shaded by other plants, such as banana trees, whose roots pull moisture deep into the ground and thus help to make coffee spoons. Foliage acts as a natural fertilizer when it falls to land. Trees are from the beginning of the natural cycle, as they attract a lot of life but, most importantly, they offer shade and water to their smaller ones.

Similar types of symbiosis are also being sought with other plants, and while walking through Fazenda Ambiental Fortaleza, you can see the avocados, mangoes and beans that are growing here in a seemingly confusing atmosphere. However, they play an important role.

Salomaa mentions the old "folk coffee" - fraas in the talks of the old people. But coffee soup is not a good game, but a few basic rules are always possible. The most important thing is the quality and freshness of the raw material. Also grinding coat is important for water to flow evenly and the amount of coffee is extracted. The proportions of success are solved - in this game decisive is the relationship between water and coffee.

## The uppers of the World Cup?

The warming of the climate affects coffee cultivation so that the cultures of the coffee zone will slowly move above the cooler airspace. The area of land is reduced, the work becomes more difficult, and somehow the peak of the mountain rises. While at the same time in teenage countries, having been enthusiastic in Western style to enjoy coffee, the equation does not work.

The cultivated area of the world's most coffee-drinkable Arabia can be added to a million hectares, but if climate change moves at current rates, up to 80% of the climate zone suitable for coffee cultivation in Brazil, India and Nicaragua will become unsuitable for sensitive Arab by 2050.

The third wave of coffee raises the quality of everything in the making. Perhaps it is also the best response to climate change: smart consumers change their habits and drink less but have better coffee. "When

Although the harvest may begin to decline, and there is a risk of living in nature, good coffee can produce generous crops.

However, many organic coffee places the situation so that up to half of the farm's production is other than coffee.

you know where your coffee comes from, you reward a good farmer."

## Time decides

Organic farming gives time to plants.

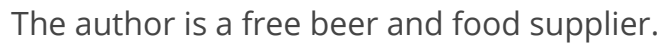
Marcos Croce was instructed by his mentor to just observe what happens to the crops. It started a new rise.

As coffee beans get sheltered from the shadows, they can grow more peacefully than the big "factory" plants planted directly in sunburn. The creators of the coffee revolution are convinced, as organic growers, that the slow good comes: in the shade the crop matures more evenly and is more homogeneous.

Time and handpicks also require selective picking: only mature beans should be collected when aiming for quality coffee. That means that you return to the same tree three times during the harvest.

Coffee production has traditionally been highly valued, which speeds up the process. For example, the drying of beans after picking is done with dryers in a few days, but Felipe Croce has given up on them and gives coffee to dry naturally, which takes ten times longer. The gentle treatment of coffee beans at each stage aims at higher quality.





The Smaku festival attracts dozens of dozens of diversions at Porvoo's restaurants and the festival's closing event at the Art Factory event on August 25th. All year round there is Smaku-walking with the same idea!

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