

THE PLANET

FRESHLY ROASTED EDITION

NEWS FROM THE PLANET BEAN COFFEE ROASTERY

GUELPH · SPRING 2008

NEW PLANET HAS INTELLIGENT LIFE

FRIENDLY INHABITANTS MAKE EXCELLENT COFFEE

WATER ON EARTH

Join us for a special celebration of Earth Day with a focus on water.

APRIL 26
GRANGE/VICTORIA PLAZA

featuring workshops, rainbarrels and more. See the back page for more information.

Coffee Bar!
Art Exhibit!
Schedule Inside!

GUELPH The folks at Planet Bean have been operating the new Coffee Bar at the Grange Victoria Plaza for several months now. The hours have been extended so you can enjoy fresh baked goods and desserts by our wonderful baker Eleanor, from Magnolia Catering. All of Planet Bean's coffee is fresh roasted at this location and is shipped out to retail shops and cafes across Ontario. You can watch our master roaster Dave work his magic through the window in the retail area beside the bean bins. Needless to say, the coffee is out of this world!



TAKE ME TO YOUR BARISTA

PLANET BEAN COFFEE ARTIST TELLS ALL

by EMMA HOWARTH-WITHERS

I've been asked to write about being a barista. So, at the risk of being brutally teased, I'm going to give you a glimpse of the frightening geekery that is my mind. I've been working for about four years now at Planet Bean. This follows notable and proud careers as a dishwasher, cashier, meat slicer, and other varied entry level

positions. This job, I assure you, is of a completely different breed. A barista, Italian for bartender, is a professional espresso machine operator. My job is to understand and recreate all the elements that make perfect espresso.

I get to be the last pair of hands in a line of experts which spans centuries and continents. At every step in the coffee process, there have been minute changes

that have affected the end result in your cup. As the last person in the line from farm to cup, I appreciate the effort and skill of the countless other experts who are responsible for the coffee that I work with. Any mistakes on my part can turn a wonderful, golden, creamy espresso into a waste of time.

So, what do I actually do, aside from push a button and pour your coffee? I pay careful attention to what I'm serving.

PLEASE SEE BARISTA, PAGE 2



EARTHLINGS CAN TRADE FAIRLY: EXPERTS PAGE 3

ART INVADES WALLS PAGE 2

ART IN THE COFFEE BARS



MATTHEW DONALDSON

is our curator/barista and can be contacted at art@planetbeancoffee.com



Detail of Times Square by June artist Tory Miles
Artists divide their work between both Coffee Bars.

April

Maria Pezzano paints simply with a brush on canvas. A graduate from the Fine Art program at Fanshawe College in London, she currently lives, paints, breathes and walks around Guelph. If you think her paintings are bright you should see her smile. This is her second show at Planet Bean.

May

Matthew Donaldson is the spawn of Zealots, Fundamentalists and True Believers. Combining Graphic pop with cubist and Graffiti elements, Matthew's works center around environmental decay and the people who thrive and survive in spite of it. A recent resident of Guelph, Matthew has previously shown in the BoX Gallery and Electric Galleries in

Ottawa, and produces a torrent of drawings, paintings and zines from his tiny peasant hovel in the south end of Guelph. He wishes it was the south end of France. It sounds more artsy.

June

The Summer season kicks off with the follow up to Tory Miles successful one woman debut. Quickly becoming a well known staple of the Scene, Tory's work focuses on the evocative cityscapes inspired by the New York skyline, and the invasion of man-made structures into natural environments. This is Tory's second show at Planet Bean, and spends the rest of her time making fun of the University of Guelph in her cartoons in The Ontarian. Urban is the new Rural.

PORTRAIT OF A BARISTA AS A YOUNG WOMAN

BARISTA, FROM PAGE 1

With fervent attention to detail, I condense four years of practise making espresso into about 30 seconds of preparation time. I keep my grinds at such a level of consistency that even the temperature and humidity in the air will require an adjustment. I vigilantly hand-dose each espresso shot into my filter. I use my "Reg Barber (top-of-the-line-personalized-rocket-ship) Tamper" to pack each shot at exactly 30 pounds of pressure, and then polish it with a twirl to keep the water flow even. I lock it in and let it brew immediately, because temperature stability is a must. I count in my head, gauging the best brew time by colour and consistency of pour, and stop the machine right before any over-extraction and bitter flavour can escape and ruin my one ounce of heaven in beverage form.

I might have gotten a bit enthusiastic there and lost the point.

What I meant to say, of course, is that there are a lot of ways to ruin a coffee, and my job is to treat it with the delicacy, knowledge, and expertise that I've only just begun to understand.

The best baristas have made a career of this. There are guilds for this! Last summer, I went to

I FELT LIKE I'D DISCOVERED ATLANTIS...AND IT WAS MADE OF ARABICA BEANS

the Canadian Barista Championship with our roasters. There, under bright lights and cameras, they had set up a fake coffee bar counter. The competitors made espresso under the close scrutiny of technical and sensory judges, and to the applause of a (entirely barista) crowd. Briefly, my vision clouded. I felt like I'd discovered



LATTE ART By Planet Bean Barista Emma "The Rocket" Howarth-Withers

Atlantis...and it was made of Arabica beans.

There is a flourishing coffee culture across the world that we as baristas get to be a part of, and yes, I find that a little absurd, but also fascinating. I love my coffee and the culture that comes with it.

If you come into the shop and notice me hovering awkwardly next to the (my) Elektra (oh-so glorious Elektra!), it's not because there's nothing else to do. It's because I am desperately hoping that you, my dear customer, are going to order a double espresso.

I love my job because there's something awesome that I can do, and I want to share it with you.

Please, next time you come into Planet Bean, order an espresso. It might be a jolt at first, but we baristas will lead you, gently and compassionately, into coffee geekery.



Our Vision

Planet Bean is an innovative business model that is fair, sustainable and passionate.

Our Mission

Planet Bean creates the best tasting coffee and through Fair Trade, links producers and consumers in a meaningful way.

- 100% Fair Trade Certified Coffee
- 100% Certified Organic Coffee
- 100% Gourmet Coffee

At Planet Bean we are:

Ethical We believe our success is grounded in a moral economy informed by the principles of fair trade for our producers, our workers, our shareholders and our customers.

Passionate We have a passion for excellent coffee and this is reflected in our knowledge and advancement of gourmet coffee creation.

Respectful We are respectful to the many hands that touch our coffee, from the farmers who grow and harvest it, the roasters who roast it, the Baristas who brew it to those who drink it.

Ecologically Sustainable We believe our success as a business is measured not only by our financial earnings but also our ability to reduce our ecological footprint, improve the health of the planet and advance organic production.

Co-operatively Driven We believe a democratic work place based on the international principles of co-operation is the way to create a model for a people centred economy.

Planet Bean is owned and operated by the Sumac Community Worker Co-operative.

THE PLANET

NEWS FROM THE PLANET BEAN COFFEE ROASTERY

April 2008

Headquarters Roastery & Coffee Bar
259 Grange Road, Unit 2, Guelph N1E 6R5
519.837.1040

Downtown Coffee Bar
51 Macdonell Street, Guelph
519.823.9253

Wholesale 519-837-3242
planetbeancoffee.com
info@planetbeancoffee.com

To comment on this flyer:
bill@planetbeancoffee.com

NOTES FROM THE FLAMEKEEPER



NOT TO SCALE Beans are processed with care.



DAVE BARRETT is our roastmaster and can be contacted at dave@planetbeancoffee.com

New Crops

The harvest in Ethiopia is now complete. The coffees have all been milled and are ready for export now. Reports indicate that we are in for a real treat with the new crop of Sundried Sidamo. Heavy blueberry notes are accented by some wonderful

chocolatey nuances. We expect to have our shipments arriving in May, so keep your eyes peeled for a great new crop of Ethiopian coffees!

Café Femenino

Tantalizing the tastebuds, our Café Femenino is produced by

many hands from tree to cup. The flavour, complex caramel and chocolate with underlying fruity notes, suggests that the coffee is cultivated and processed with much care and attention to detail.

Being a gardener here in Canada, I know the benefits of having great, organic soil rich in humus and nutrients. Having been to several of the *fincas* where our coffee is grown, I can assure that the conditions there are superb. Light, fluffy soil with a delicate earthy smell tells me that the ground beneath the plants is very fertile – which has a direct impact on the taste of the coffee in your cup.

CELEBRATING CAFÉ FEMENINO



RANDALIN ELLERY works in the roastery part-time while she pursues a MA at University of Guelph. Her research will focus on Café Femenino.

As globalization continues to expand, we have become increasingly exposed to both the successes and plights of different groups of people from around the world. As a result, more and more of us are drawing parallels between global issues and searching for global solutions – adopting a “think globally, act locally” attitude. I can’t think of a better fit for this mentality than fair trade, and one specific example, Café Femenino, provides a perfect example of how an ideal global community can really work.

THE WOMEN OF CAFÉ FEMENINO REALIZED THAT THE HARDSHIPS THEY FACE AS WOMEN ARE NOT UNIQUE TO THEIR AREA

Café Femenino is a fair trade coffee co-operative in Northern Peru that was formed by women coffee farmers in the region in 2004. The idea for the co-op was to keep their coffee separate from the rest of production and sell it in the fair trade market.

Previously, the women had participated in all aspects of coffee production – harvesting, de-pulping, fermenting and drying. However, they had been excluded from one important aspect – selling the coffee and deciding how the profits would be used. In addition, the women

faced gender inequality. Many had no rights or had been abandoned and abused.

Now, as part of Café Femenino, these women have gained a new opportunity to control production and profits, as well as build self-esteem and challenge existing gender stereotypes.

The success of this model is directly linked to the premiums received from selling Certified Fair Trade organic coffee. With these premiums, the women of Café Femenino have been able to take control of their home economies. Above and beyond this, they have established themselves as true members of the global community.

In 2005, two members of Planet Bean, Bill and Dave Barrett, visited members of Café Femenino. The parallels between the two communities – one in Guelph, the other in Peru – were apparent. Both showed an interest in supporting the other.

By roasting and selling Café Femenino coffee, Planet Bean is able to spread the word about successes and plights of these coffee producers, while providing them with a profitable market.

At the same time, the women of Café Femenino realized that the hardships they face are not unique to their area and are a continuing problem around the world. They asked Planet Bean to help women here. So Planet Bean supports Guelph-Wellington

Women in Crisis, which works towards ending violence against women and children.

The next time you are thinking globally and want to act locally, I suggest purchase a cup or bag of Café Femenino freshly roasted coffee at Planet Bean and support the efforts of a global community.

You can watch a video about Café Femenino at planetbeancoffee.com or borrow the DVD from one of our coffee bars.



EMPOWERMENT Women in Peru become true members of the global community.

water

We are currently developing a project to help indigenous coffee growing communities in the Peruvian Andes capture and store rainwater.

Since we began working with the OROMIA Coffee Farmer’s Co-operative Union of Ethiopia they have been able to build over 30 clean water supplies for their villages.

Planet Bean uses the Specialty Coffee Association of America’s Gold Cup Standard for our in-house brewing with the gourmet basket.

By promoting rainbarrels and water efficiency in Guelph we are working on our commitment to become an ecologically sustainable business.



All of our coffee is grown in shaded forests which means our growers use very little water for irrigation since the natural water cycle of the forest has not been disrupted unlike sun grown plantation coffee.



EVERY DAY IS WATER DAY

...BUT ON APRIL 26 WE HAVE SOMETHING SPECIAL GOING ON AT OUR GRANGE LOCATION!

Starting at 10 am we will be building and selling **RAINBARRELS** with Guelph International Resource Centre (GIRC), a local non-profit organization that has been involved in water conservation in Guelph for over a decade. You are welcome to join in and help us build. We will also have **DISPLAYS** from other community organizations working on water issues. From 1 pm until 3 pm there will be a free **WORKSHOP** with Sean James on how to plan your water-efficient backyard garden. We will look at plant selection based on landscape and introduce you to some drought tolerant plants. Planet Bean brewmaster Elijah will be onhand to give **ADVICE** on how to brew the perfect cup of coffee.

FOR MORE INFORMATION call us at the Grange Coffee Bar 519-837-1040 or e-mail jess@planetbeancoffee.com. Information and pricing for the GIRC rainbarrels can be found at www.girc.org.



GIRC Rainbarrelistas 2008 GIRC Outdoor Water Efficiency Project Team Leaders Alma O'Connell and Shannyn Kornelson will be at Planet Bean (Grange and Victoria) on April 26 to answer your questions about outdoor water efficiency and show you the famous deluxe GIRC rainbarrel.

GOOD WATER? GREAT COFFEE!



ELIJAH LEDERMAN
is our brewmaster and can be contacted at elijah@planetbeancoffee.com

H₂O MAKES UP 98% OF YOUR CUP

At Planet Bean we put a lot of effort into producing a high-quality product. We work with farmers who are committed to improving quality, to source some of the finest green beans in the world. Our roastmaster strives to create the best possible roast profiles and coax out the full flavour potential in every one of our beans. All of this work can be ruined in moments if the coffee is brewed improperly. One of the key factors in brewing is the water.

With water comprising up to 98 percent of a cup of coffee, it makes sense to invest some effort into ensuring this ingredient is of an acceptable quality. There is a very specific water "recipe" that is ideal for brewing coffee. Unfortunately our municipal water supply falls far short of this ideal. The most significant problem in our area is chlorine. Our water supply is heavily chlorinated; chlorine reacts negatively with coffee to

produce a medicinal flavour in the cup and is easily detectable in small amounts.

Chlorine can be removed with an activated carbon filter. Installing an inline water filtration system with an activated carbon filter is an effective and in-expensive method of producing higher quality water.

Another important water factor in relation to brewing is the temperature. The ideal temperature for brewing is 195–205 degrees F, just under boiling point. Some brewing methods do not use the proper water temperature. Many low-end automatic drip brewers do not reach the proper temperature, resulting in improper extraction of the flavours. Other methods, such as percolators, brew too hot, resulting in burnt coffee.

It's not just the water but the way the water gets around the bean that affects the final flavour. This is where grind comes into play. You must have the proper grind for your brewing method. This size of grind relates to the brew time and the turbulence when brewing. In general, a quicker brew time requires a finer grind.

MANY DROPS IN THE BUCKET

WHY RAINBARRELS MAKE A DIFFERENCE

by **BILL BARRET**

GUELPH The story of the settlement of Guelph is the story of the gradual conversion of porous earth to hard impenetrable surfaces. Guelph, viewed from above, reveals asphalt roads, concrete parking lots and thousands of roofs – from the small to the gigantic. Two hundred years ago the area would have been a dense forest growing around many streams and rivers.

In the past, the ground would have absorbed rainfall and allowed it to seep into the groundwater or slowly move through the soil to streams and rivers. Now the hard surfaces force the water to find new places to go. This wandering water has to be controlled, so we have created eaves troughs and street gutters to guide it away from our homes and down the road into the storm sewer system, then finally into the river.

While this system is good at dealing with the problem of our impenetrable town, it causes a problem for the river, which evolved with the old slow forest system. It can't always deal with the sudden supply of water. To fix this problem, we have created

concrete walls and channels to re-engineer the river so it can handle the new volume. This faster water can also cause floods, so we build dams. It's a bit of a muddle.

Rainbarrels can help get back to the old way that rainfall cycled. By putting a rainbarrel or two under a down-spout, water can be captured and contained for use in the yard when things start to get dry. Watering from your rainbarrel not only gives the

USING WATER COLLECTED FROM THE SKY SAVES MONEY, IT IS NOT COMING FROM THE TAP

plants a drink, but it also allows the water to slowly trickle down through the earth where it meets the groundwater – our drinking water supply.

Using water collected from the sky also saves money, since the it is not coming from the tap. Our tap water is pumped from deep wells and travels a far distance before it is treated and pumped again to our houses. That takes energy and money.

Rainbarrels might seem like a drop in the bucket in terms of

dealing with big water problems, but since 1999, Guelph International Resource Centre (GIRC) has sold nearly 3,000 rainbarrels. Each barrel holds 220 litres. If every one of those barrels is collecting water when it rains, it adds up to 660,000 litres per storm! A single square meter of surface area can collect 700 litres of rainwater in an average year of rainfall in Guelph.

Over the years the folks at GIRC have met some very dedicated rainbarrel champions. Some people have elevated their rainbarrels so they can get enough pressure to operate a sprinkler. Others have connected barrels together into double and triple units. One house has six rainbarrels providing enough water for elaborate gardens in both front and back yards. Some collect rainwater from their roofs and use the it to flush toilets. Once you get bitten by the barrel bug, it's hard to stop.

Please drop by Planet Bean at the Grange Plaza on April 26 to check out GIRC's rainbarrels, attend the backyard water efficiency workshop or learn the water-wise way to make excellent coffee.

Bill Barrett is a longtime rainbarrel geek and Planet Bean's Sustainability Officer.
bill@planetbeancoffee.com