

Bird Friendly Coffee

How To Brew Your Best Cup Yet



Why Shade Grown?

Layers of Vegetation =
Better Habitats



Shade Trees

Fruit Trees

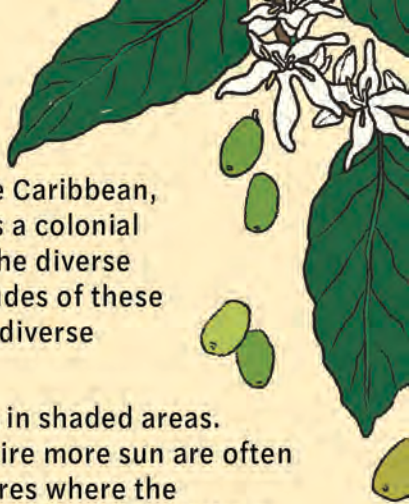
Coffee Shrubs

Coffee From the Americas

Coffee was imported to the Caribbean, Latin and South America as a colonial crop in the 1700's. Today the diverse landscapes, soils and altitudes of these regions creates an equally diverse coffee flavor spectrum.

Traditionally, coffee grows in shaded areas. Modern varieties that require more sun are often grown in mass mono-cultures where the farmland is stripped of other plants and habitats. These lands become infertile overtime without the use of outside nutrients.

However, by preserving and working with shade-grown varieties, native ecosystems that renew soil nutrients, prevent erosion and provide habitats for flora and fauna flourish. Adding vertical layers of vegetation is the key. Complementing coffee shrubs with other potential crops such as plantains or cocoa, and native shade trees can create benefits for both farmers and ecosystems.



Measure

With a gram scale, measure:

- 50g Whole Coffee Beans
- 800g Water

Grind & Boil

Bring water to a boil. Grind beans to a medium coarseness that resembles kosher salt.

Set Up for the Pour

Place a filter in the coffee dripper, and the dripper on top of a receptacle for the brewed coffee. Lightly wet the filter with the boiled water and discard the water that has passed through. Place the set up onto a gram scale and tare the scale.

Release the Bloom

Gently pour the first 50g of water onto the coffee grinds in a spiraling motion. Work from the outside rim towards the center, saturating all of the grinds. Escaping gases creates the bloom.

Subsequent Pours

Once the water level decreases exposing the grinds pour an additional 200g of water. This time, work in a spiraling motion starting from the center towards the rim. Repeat twice more using 250g of water per pour. Once all of the water has percolated through the grind, remove the grinds and filter to compost. Enjoy!

The Pour-Over Method

Serves 2

4th Pour

3rd Pour

2nd Pour

1st Pour



Fine Tuning the Perfect Cup

The Beans

- Purchase whole beans as close as possible to their roasting date. Flavorful gases escape as roasted beans sit and become stale.
- Store whole beans in an airtight container and place in a cool, dark place.

The Grind

- Only grind the necessary amount of beans needed right before brewing your coffee.
- If the resulting brew is overly sour, try a smaller grind. If the brew is overly bitter, try a coarser grind.

The Water

- Always use fresh filtered water.
- Adjust the coffee-to-water ratio to alter the brew strength. Single origin coffee (coffee from one specific farm) often benefit from a ratio closer to 1/12 instead of 1/15.



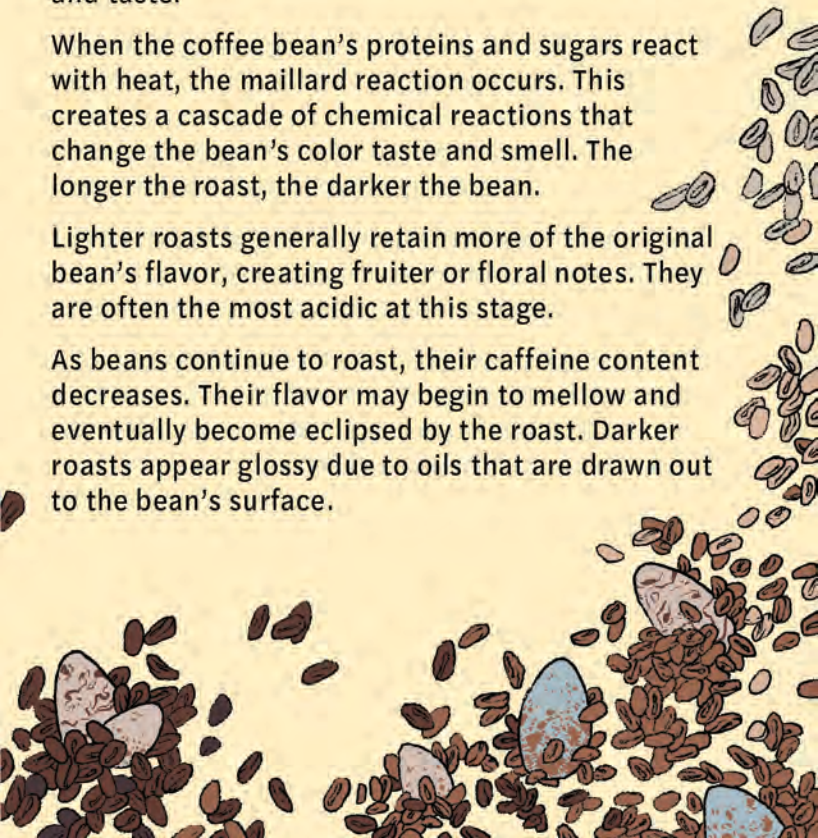
Some Notes on Roasts

Both the individual characteristics of the particular bean and roasting contribute to the coffee's aroma and taste.

When the coffee bean's proteins and sugars react with heat, the maillard reaction occurs. This creates a cascade of chemical reactions that change the bean's color taste and smell. The longer the roast, the darker the bean.

Lighter roasts generally retain more of the original bean's flavor, creating fruitier or floral notes. They are often the most acidic at this stage.

As beans continue to roast, their caffeine content decreases. Their flavor may begin to mellow and eventually become eclipsed by the roast. Darker roasts appear glossy due to oils that are drawn out to the bean's surface.



BREW the ROST

Better coffee for you.

Better habitat for the birds.

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