COFFEE QUALITY INSTITUTE®

PRODUCTS 101

A WEBZINE ABOUT CQI PRODUCTS

VOLUME**ONE**



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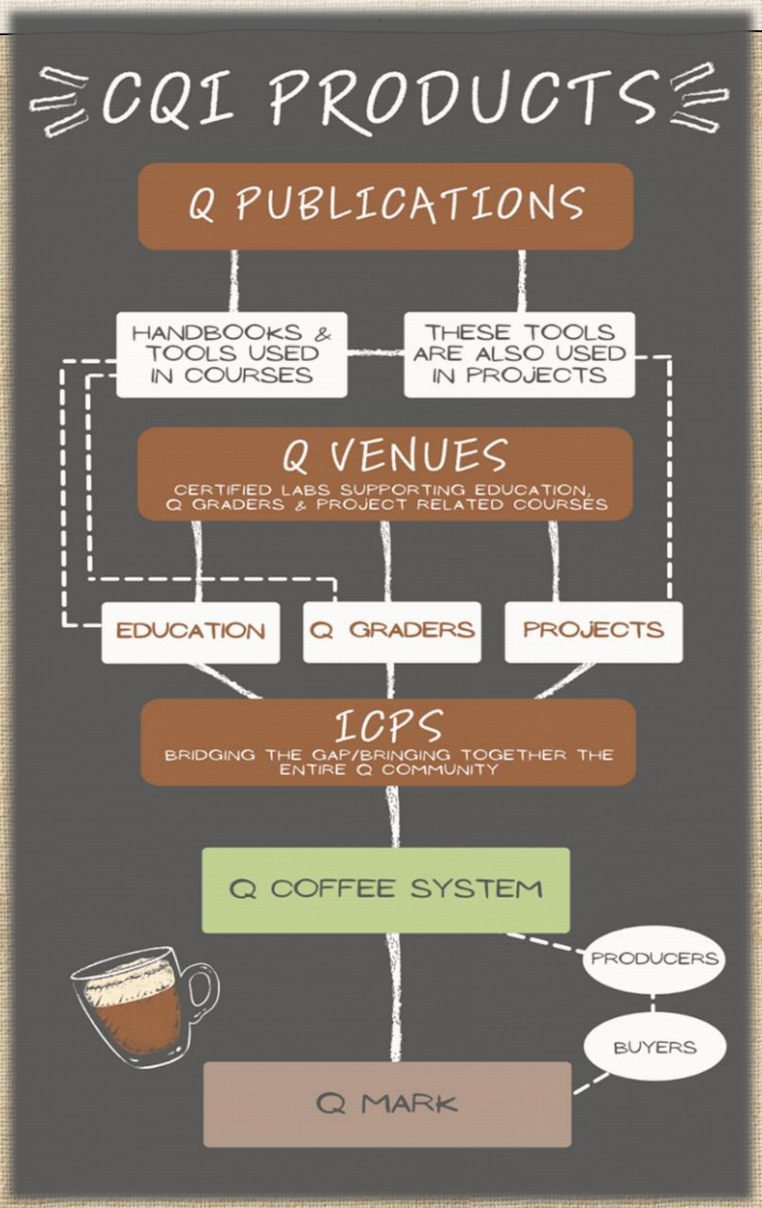
THE BREAKDOWN

What exactly are CQI "Products"? Physical items, another form of certification, and/or an activity to reinforce **Q community** and **CQI's mission**: ***Improving the quality of coffee and the lives of people who produce it.***



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MEET THE PRODUCTS TEAM



Kim Cosgrove

Products Manager
kta@coffeeinstitute.org



Brit Amell

Products Coordinator
Certified Q Arabica Grader
bamell@coffeeinstitute.org

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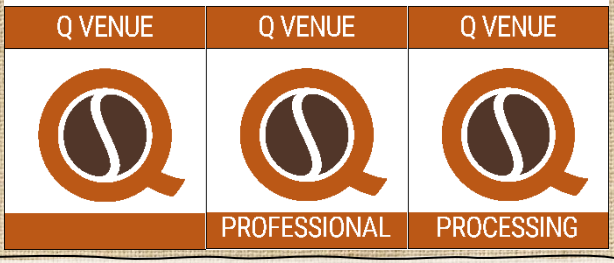
Q VENUE PROGRAM



What is the "Q Venue Program"?

The Q Venue Program is a global, verified network of quality-focused facilities meant for cupping, sensory and processing education and designed to meet the specific instructional needs of all CQI courses. **CQI provides three types of certifications for Q Venues**: Q Venue, Q Venue Processing and Q Venue Professional. CQI will work with you to assess which Q Venue certification is the right fit for your needs.

What do Q Venues do?

Q Venues work closely with CQI, Educators, and ICP's to support CQI's mission. Q Venues can be used in many ways, such as instructors hosting courses, to development project trainings, and as labs for coffee quality assessment. In addition, the infrastructure of Q Venues is excellent for coffee processing mills looking to differentiate themselves in the coffee industry.

Q Venue program helpful links and resources

Q Venue One-pager
Q Venue Guidebook.
List of Certified Q Venues
Q Venue Application

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IN-COUNTRY PARTNERS



What is an "ICP"?

Being an ICP is considered a coveted partnership for CQI in supporting our mission to improve coffee quality and the lives of those who produce it. In-Country Partner's (ICPs) are ambassadors to CQI and our programs. They are important to the infrastructure of CQI's **Q Coffee System**, being the hub to **evaluate coffee quality** using industry standards for both Arabica (specialty) and Robusta (fine). ICPs also **support regional initiatives to improve the quality of coffee by hosting and promoting Q and Q Processing courses.**

Who should be an "ICP"?

Historically, good partners for CQI have been local specialty coffee associations, producer associations, exporters or other organization types who can prove they have multiple interests represented.

Interested in becoming an ICP?
Email Brit at bamell@coffeeinstitute.org

ICP Program helpful links and resources

ICP One-pager
Q Arabica ICP Directory
Q Robusta ICP Directory
List of CQI In Country Partners

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Q COFFEE SYSTEM



What is the "Q Coffee System"?

The Q Coffee System is **dependent on our In Country Partners (ICP) to facilitate Q Grading around the world**. This system identifies quality coffees and brings them to market through a credible and verifiable system. A common standard for both Q Arabica, (Specialty Grade) and Q Robusta (Fine Robusta Grade) has resulted in a universally shared language and standard top scoring lots. Coffees that meet the standards for green, roasted, and cup quality are issued a **Q Certificate**. If a coffee does not meet Q standards, it receives a **CQI Technical Report**. This system's infrastructure has resulted in greater opportunity for producers to access the premium price in the market and improve their economic viability.

Who benefits from the Q Coffee System?

- Producers can identify lots as specialty and promote their coffees
- Exporters and Importers can certify individuals to grade coffees
- Buyers have access to a consumer facing licensing product with the Q mark (*see more in "Q MARK" section*)

Helpful links and resources for the Q Coffee System

Process for evaluating coffees in the Q Coffee System
Guidelines for Q Graders Participating in Evaluations of Q Coffees

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Q COFFEE™ MARK



What is the "Q Mark"?

The Q Coffee™ mark is the only certification in the coffee industry that distinguishes the QUALITY of coffee.

Q represents "Quality". The Q Mark is the only third-party evaluation and verification that demonstrates to **consumers** the quality of the specialty or fine coffee they are **purchasing**, and the only one **administered by CQI**.

How do I get started?

The first step would be to ensure that the coffee is eligible by having a Q Grader evaluate the coffee. The next step would be to have the green coffee officially evaluated through the "Q Coffee System", if it hasn't already gone through the CQI system. This process results in a Q certified coffee, eligible for the Q Coffee™ mark.

If you are a roaster or importer of specialty Arabica or fine Robusta, and are interested in being part of this program and differentiating your coffees, please contact Tina Yerkes at tyerkes@coffeeinstitute.org

Benefits of the Q Mark

Research has shown that quality certification marks on consumer products **increase sales, provide consumer confidence, and result in a market advantage**. The Q Mark on coffee products also demonstrates our **commitment to producers**: funds generated from the Q Mark program are used to provide **education opportunities to producers**.

Helpful links and resources for the Q Mark

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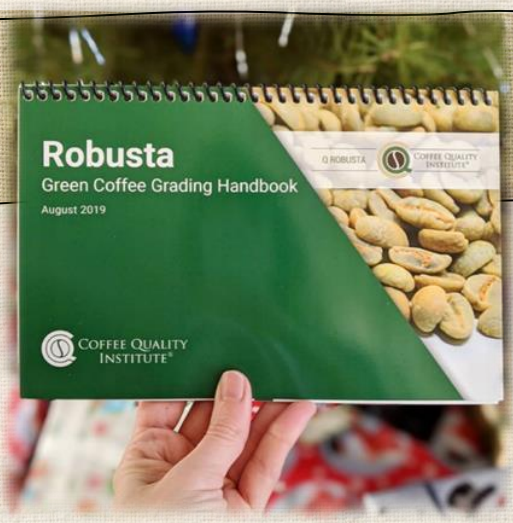
What is the Q Mark?

Q PUBLICATIONS



CQI has also published education materials that are available for purchase. We aim to provide additional resources soon!

Robusta Green Coffee Grading Handbook

Print copy - $35 USD
CQI Educators receive a discounted price.
To order a print copy, please contact CLI Library at Qinfo@coffeelab.com

Fine Robusta Standards and Protocols Booklet

Digital Copy - $20 USD
CQI Educators receive a discount code.
Email kta@coffeeinstitute.org to obtain your discount code.

Print Copy – $25 USD
To order a print copy, please contact CLI Library at Qinfo@coffeelab.com

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