

Logo Identit
GUIDELINE



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The Coffee Industry Board was established under Chapter 64 of the Laws of Jamaica on June 2, 1950. It was established to encourage the development of the Coffee Industry of Jamaica and for the protection of the welfare of the persons engaged therein. The Board has succeeded in establishing a reputation for consistently high quality coffee.

Along with a high quality product, the Board has developed the brand "JAMAICA BLUE MOUNTAIN", which allows coffee drinkers throughout the world to identify the coffee that has commanded their admiration for centuries.

"JAMAICA BLUE MOUNTAIN" coffee ranks as the best in the world giving pleasure to royalty and the world's most exacting connoisseurs who seek the best without counting the cost.

It is therefore important that the integrity of the trademarks of the Board be maintained in their use. To that end, this kit has been produced to set out quality control guidelines for the handling of coffee, the packaging of coffee and the use of the trademark including the graphic manipulation of the mark. Also included are the Regulations by which any licensee of the mark is bound and an application form for the granting of a licence.



Pantone Colours

Pantone Blue 072

Pantone Gold 873

Pantone Black



LOGO FONT - Palatino Bold

**GENERAL GUIDELINES FOR LABELING AND USE OF
COFFEE INDUSTRY BOARD'S TRADEMARKS
AND CERTIFICATION MARKS**

1. **PRODUCT NAME:**
 - 1.1 The name of the product should be prominent, complete and indicative of the true nature of the process used in its preparation. The name should also be in keeping with the image of the product being sold.
 - 1.2 The lettering carrying the process qualification must be at least the same size as the lettering giving the net quantity declaration.
 - 1.3 Artificial or Imitation or "style" Products must be declared in letters of the same size as the product name.
 - 1.4 The lettering of the product name must all be of the same type size e.g. "JAMAICAN COFFEE" and not "JAMAICAN coffee".
 - 1.5 The product name should be stated in lines generally parallel to the base of the container.
 - 1.6 Food products, which have undergone processing (e.g. pasteurizing) cannot be described as fresh.
 - 1.7 A product name may be qualified by a grade such as "choice", "fancy" for example; however, detailed standards must exist for such grades stated.
 2. **BRAND NAME:**
 - 2.1 The brand name or logo must not be such that it misinforms about the origin or nature of the product. If this happens the word "brand" must be placed immediately following the same to remove ambiguity.
 e.g. Sahara Hot Peppers (Incorrect)
 "Sahara Brand Hot Peppers" (Correct)
 to avoid misconception that the coffee is from the Sahara.
- Use of similar names or logos already in the trade, should be avoided to prevent confusion or misinformation of the public.
3. **NAME AND ADDRESS OF MANUFACTURER:**
 - 3.1 The complete name and address of the manufacturer/distributor/ importer must be given.
 - 3.2 A post office box number cannot be used as a replacement for the street address.
 4. **DESCRIPTION OF CONTENT:**
 - 4.1 The net quantity of a product should be accurately declared on the label.
 - 4.2 The Net Content shall accurately state the net quantity exclusive of container/packaging material.
 - 4.3 The declaration of weight is normally carried on the lower 1/3 of the principal display panel, in lines generally parallel to the base of the container.
 - 4.4 Metric measure is a requirement for the Jamaican market.
 - 4.5 Abbreviations used in net quantity declaration are never pluralized. e.g. 2kg not 2kgs.
 5. **INGREDIENT LISTING:**
 - 5.1 A complete list of all ingredients or components must be given on the label in order of decreasing proportion by weight.
 6. **COUNTRY OF ORIGIN:**
 - 6.1 The country of origin should be declared e.g. "PRODUCT OF JAMAICA". The country of origin is the country in which major processing was last done.
 7. **INSTRUCTIONS:**
 - 7.1 Appropriate instructions pertaining to storage, use and/ or care must be on the label.
 e.g. "Store in air-tight container and keep refrigerated after opening".
 - 7.2 If applicable, warnings must be prominent and conspicuous, preferably sharply contrasting with other label information.

8. **SHELF-LIFE:**

8.1 Where the product has limited durability, a "Best Before Date" must be on the label that is a date of minimum durability.

9. **BATCH CODE:**

9.1 Batch coding is mandatory for all food products; providing easy identification.

Failure to indicate the batch code may result in a manufacturer having to effect total product recall, instead of recalling just the batch in which the fault occurred.

10. **OPTIONAL INFORMATION:**

10.1 Serving suggestions - These should be precise.

10.2 Number of servings - If the number of servings is declared, the size of each serving must also be declared:

e.g. Contains 8 2oz servings

11. Coffee Labels must be reviewed and approved by the Coffee Industry Board - Regulatory Division and the Bureau of Standards before use within the trade.

USE OF TRADE AND CERTIFICATION MARKS

Any person or entity who wishes to use the Trade Marks or Certification Marks of Coffee Marks Limited must apply in the form provided, to Coffee Marks Limited for a licence to use the marks.

The licence granted is governed by the Regulations governing the use of the trade mark filed with the Jamaica Intellectual Property Office.

The trade marks of Coffee Marks Limited must be applied to goods so that they are clearly visible.

The trade marks must not be used on or in relation to any blend of coffee other than Blue Mountain Blend.

Where the trade marks are used on or in relation to Blue Mountain Blend, the word "Blend" must appear immediately following, and in letters of equal size and prominence to, the words, "Blue Mountain".

The licensee's name, trade mark or business identifier must be approved by Coffee Marks Limited in writing and must appear on the goods, on which Coffee Marks Limited's trade marks will be used, in a manner approved by Coffee Marks Limited.

The licensee shall not alter in any way nor make any addition to the trade marks of Coffee Marks Limited.

Any use of the trade marks in advertisements, catalogues, or in any retail point of sale material or display cards must be accompanied by the words "Certification Trade Mark".

No licensee shall use or cause or permit the use of trade marks which could be regarded as colourable imitations or infringement of the trade marks of Coffee Marks Limited.

Coffee Marks Limited has the right to inspect any premises occupied or used by the licensee for the storage, processing or preparation for sale of goods, for the purpose of inspecting the goods and the methods of storage and preparation for sale.

**Governing the use of Certification
Trade Mark No. 21,443 in Class 30
In respect of Coffee**

1. **Definitions**

In these Regulations unless the context otherwise requires:-

- a. **"Trade Mark"** means the Certification Trade Mark "JAMAICA BLUE MOUNTAIN" No. 21,443 registered in Class 30 in respect of coffee.
- b. **"The Company"** means Coffee Marks Limited.
- c. **"Person"** means any individual firm or body corporate.
- d. **"Licensee"** means any person who has been granted a licence by the Company in relation to the Goods
- e. **"Blue Mountain Coffee"** means coffee as described in Schedule A here to.
- f. **"Blue Mountain Blend"** means a blend of coffee howsoever packaged containing Blue Mountain Coffee in such proportion as to account for not less than 20 per centum of the total weight of the blend.
- g. **"Goods"** means either or both Blue Mountain Coffee and Blue Mountain Blend.
- h. **"Standards"** means such standards as may be laid down from time to time by the Company with regard to the storage, roasting and packaging of the Goods.

2. **Proprietorship of Mark**

The Trade Mark is the absolute property of the Company and may not be used by any person except:-

- a. under and by virtue of a license issued under these Regulations; or
- b. in respect of Goods to which the Trade Mark has already been applied by another Licensee.

3. **Use of Trade Mark**

- a. The Trade Mark may only be used on or in relation to Goods which meet the Standards.
- b. Any person carrying on or intending to carry on business (inter alia) in the roasting, purchase, sale (by wholesale or retail) or exportation of coffee may apply for a license to use the Trade Mark.

4. **Grant of License to Use the Trade Mark**

Any person seeking a license to use the Trade Mark must apply to the Company in writing and shall be granted a licence provided the Company is satisfied with respect to each applicant that:-

- a. he carries on business in Jamaica and is of good repute and sound financial standing;
- b. he carries on or intends to carry on a bona fide business (inter alia) in the roasting, purchase, sale (by wholesale or retail) or exportation of coffee;
- c. goods on which he proposes to use the Trade Mark will conform to the Standards;
- d. after inspection by the Company or its duly authorized representative of the methods and system of quality control and testing of Goods to be used by the applicant, the methods and system are adequate to enable the applicant to satisfy himself that Goods on which the Trade Mark is proposed to be used will conform to the Standards;
- e. his facilities for the storage processing and preparation for sale of the Goods and the system and methods he proposes to use therefore are acceptable to the Company; and
- f. he agrees to comply with these Regulations.

5. **Register**

a. A register shall be kept at the address of the Company containing the names, addresses and trade descriptions of each Licensee, the date of his registration, particulars of the cancellation of his registration and such other particulars of the company or the Registrar of Companies may deem necessary from time to time. This register shall be open to inspection by:-

- i. any other Licensee on the giving of reasonable notice to the Company; and
 - ii. such other persons or categories of persons as the Company may permit from time to time
- b. If a Licensee changes his name or address, he shall forthwith notify the Company with details of the change.

6. **Fees and Expenses**

The fees payable to the Company by every Licensee in respect of the use of the Trade

Mark shall be such as shall be fixed by the Company from year to year. In determining what fees shall be payable by Licensees the Company shall have regard to the administrative expenses incurred or to be incurred in relation to the licensing of Licensees under the Trade Mark, and any advertising expenses incurred on a national or local scale on behalf of the Licensees generally, with a view to making the scheme self-financing and no more.

7. **Conditions as to use of the Trade Mark**

- a. The Trade Mark must be applied to the Goods so that it is clearly visible and generally in such manner as may be directed by the Company.
- b. The Trade Mark must not be used on or in relation to any blend of coffee other than Blue Mountain Blend, except that nothing herein shall prevent the Trade Mark from being used merely in describing Blue Mountain Coffee as an ingredient in a blend of coffee.
- c. Where the Trade Mark is used on or in relation to Blue Mountain Blend the word "Blend" must appear immediately following, and in letters of equal size and prominence to, the words "Blue Mountain".
- d. The Licensee's name, trade mark or some other identification previously accepted by the Company in writing should always appear in a manner approved by the Company on Goods on which the Trade Mark is used by the Licensee.
- e. In using the Trade Mark the Licensee shall not alter it in any respect whatsoever or make any addition thereto.
- f. The Licensee shall not use the Trade Mark in advertisements, catalogues, or in any retail point of sale material or display cards unless it is accompanied by the words "Certification Trade Mark".
- g. The Licensee shall not use or cause or assist any person to use a trade mark which could be regarded as a colourable imitation of or which could be considered an infringement of the Trade Mark.

8. **Control and Inspection**

- a. The Licensee shall from time to time when requested by the Company supply at its own expense to such person in Jamaica as the Company may nominate random sample of the Goods (either green roasted or both roasted and ground or in any other form) on which or in relation to which the Trade Mark is used or is to be used.
- b. The Licensee shall permit the Company or its representative at all reasonable times to enter any premises occupied or used by the Licensee where any Goods are stored, processed or prepared for sale for the purpose of inspecting the Goods and the methods of storage, processing or preparation and of taking or testing samples of the Goods in order to

ascertain that they comprised Blue Mountain Coffee and/or Blue Mountain Blend as defined in these Regulations.

- c. If it appears to the Company either by virtue of anything learned under (a) or (b) of this clause or otherwise that the Trade Mark has been used or is about to be used by the Licensee upon or in relation to any products which do not comprise Blue Mountain Coffee or Blue Mountain Blend as defined in these Regulations, or upon or in relation to any Goods that do not comply with the Standards, then the Company may (but without prejudice to any other rights which it may have in respect thereof) require the Licensee immediately to remove the Trade Mark from those products or Goods as the case may be, or withdraw such products or Goods from the trade (if necessary by repurchasing the same).

9. **Termination**

- a. In any of the following events, namely:-
 - i. if the Licensee commits a breach of these Regulations and fails to remedy the same within 30 days after notice from the Company requiring that breach to be remedied;
 - ii. if the Licensee does not use the Trade Mark commercially for a period of 12 consecutive months;
 - iii. if the Licensee ceases to carry on a bona fide business (inher alia) in the roasting, purchase, sale (by wholesale or retail) or exportation of coffee;
 - iv. if the Licensee ceases permanently to trade;
 - v. if the Licensee goes into liquidation (other than in the course of a reorganization or amalgamation) or has a receiver or manager appointed of a substantial part of its assets or enters into any composition or arrangement with its creditors;
 - vi. if there is any change in the beneficial ownership, management or control of the Licensee which the Company in its absolute discretion considers to be damaging or potentially damaging to the Trade Mark or to other licensees;
 - vii. the Company (without prejudice to any other rights it may have) may by giving notice to the Licensee forthwith terminate his license to use the Trade Mark.
- b. In the event of the Company terminating the license of the Licensee:-
 - i. the Licensee shall immediately cease all use of the Trade Mark;

- ii. the Licensee shall forthwith remove all labels or other representations of the Trade Mark on any of the Goods and on any containers or labels therefor in the possession, power or control of the Licensee and prior to the sale of those Goods unless the Company otherwise agrees;
- iii. the Licensee shall forthwith dispose of any labeling, packaging or other material bearing representations of the Trade Mark in such manner as the Company may direct.
- iv. the Company may remove the Licensee's name from the Register of Licensees.

Licence

Every person applying for a licence who satisfies the requirements of these Regulations for the grant of licences shall be granted and shall enter into a licence by and with the Company in the form set out in Schedule B hereto.

Appeals

Any person applying for a licence under these Regulations who is aggrieved by any refusal of the Company to grant him a licence to use the Trade Mark or who, having been granted a licence is aggrieved at any action taken by the Company to terminate the licence and remove his name from the Register of Licensees may within a period not exceeding 30 days from the date of that refusal or termination appeal to the Registrar of Companies at the Companies Office, King Street, Kingston, provided that at the same time he gives notice of the Appeal to the Company. The decision of the Registrar on the Appeal (after submission to him of such written and/or verbal representations as the parties desire to make or as he shall require) shall be final and binding on the Company and the person concerned.

Alterations of Regulations

Subject to the consent of the Registrar of Companies the Company may from time to time alter these Regulations in whole or in part but no alteration is to affect the use of the Trade mark by any Licensee until the expiration of six (6) months' written notice of the alternation given to him by the Company.

Notices

Any notice given hereunder shall be in writing given or sent (in the case of a letter by —pre-paid registered post):-

- a. In the case of the Licensee to his address on the Register; and
- b. In the case of the Company to

The Secretary,
Coffee Marks Limited,
Marcus Garvey Drive,
Kingston 15.

BLUE MOUNTAIN COFFEE

Blue Mountain Coffee means coffee, which is

- a. grown in the Blue Mountain area as defined below by a person registered to grow coffee in that area pursuant to The Coffee Industry Regulations 1953 (as amended from time to time) of Jamaica; and
- b. processed or manufactured at a coffee works to which a licence has been granted pursuant to The Coffee Industry Regulations 1953 (as amended from time to time) of Jamaica.

For the purposes of the above definition the Blue Mountain area is the geographical area in Jamaica known as the Blue Mountain area and more specifically as delimited as follows:

Starting at Skibo and proceeding in an east-south-easterly direction to Swift River; thence east-south-easterly to Chelsea; thence east-south-easterly to Durharn (Samba Hill); thence south-easterly to Belview; thence south-easterly along the western slope of the John Crow Mountain to Cedar Grove; thence westerly to Font Hill; thence north-westerly to Ramble; thence westerly to Good Hope; thence north-westerly to Dallas; thence north-north-westerly to Industry Village; thence north-north-westerly to Maryland; thence north-westerly to Golden Spring; thence northerly to Brandon Hill; thence north-westerly to Tranquility; thence east-north-easterly to Skibo.

Licence

THIS LICENCE dated the day of 20.....

IS MADE BETWEEN:-

1. **COFFEE MARKS LIMITED**, a Company incorporated under the laws of Jamaica whose registered office is at

("the Company") and

2.

of

("the Licensee")

WHEREAS:-

- a. The Company is the Registered Proprietor of Certification Trade Mark No. (the "Trade Mark") in Case 30 which Trade Mark can not be used by any person except under a licence issued pursuant to Regulations approved by the Registrar of Companies ("the Regulations").
- b. The Licensee has applied for this licence subject to his compliance with the Regulations

NOW IT IS HEREBY AGREED THAT:-

1. **THE** Company hereby grants to the Licensee the non-exclusive right to use the Trade Mark upon or in relation to the Goods (as defined in the Annex hereto) in accordance with the terms hereof and of the Regulations.
 2. **THE** Licensee hereby undertakes to observe the Regulations in using the Trade Mark in relation to the Goods.
 3. **THIS** Licence shall remain in force indefinitely except that:-
 - i. The Licensee may terminate this Licence at any time by giving the Company not less than three (3) months prior written notice; and
 - ii. Without prejudice to any rights which it might have in respect thereof, the Company may forthwith terminate the Licence by giving the Licensee written notice thereof in any of the events described in paragraph 9(a) of the Regulations.
 4. **THIS** Licence is personal and not assignable.
- AS WITNESS** the hands of the parties hereto the day and year first above written.

Goods

Blue Mountain Coffee and Blue Mountain Blend as defined below:-

1. Blue Mountain Coffee means coffee which is:-

- a. Grown in the Blue Mountain area as defined below by a person registered to grow coffee in that area pursuant to The Coffee Industry Regulations 1953 (as amended from time to time) of Jamaica; and
- b. Processed or manufactured at a coffee works to which a licence has been granted pursuant to The Coffee Industry Regulations 1953 (as amended from time to time) of Jamaica;

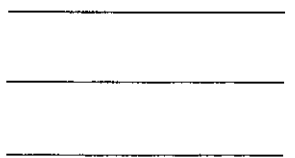
For the purposes of the above definition the Blue Mountain area is the geographical area in Jamaica known as the Blue Mountain area and more specifically delimited follows:-

Starting at Skibo and proceeding in an east-south-easterly direction to Swift River; thence east-south-easterly to Chelsea; thence east-south-easterly to Durham (Samba Hill); thence south-easterly to Bellview; thence south-easterly along the western slope of the John Crow Mountain to Cedar Grove; thence westerly to Font Hill; thence north-westerly to Ramble; thence westerly to Good Hope; thence north-westerly to Dallas; thence north-north-westerly to Industry Village; thence north-north-westerly to Maryland; thence north-westerly to Golden Spring; thence northerly to Brandon Hill; thence north-westerly to Tranquility; thence east-north-easterly to Skibo.

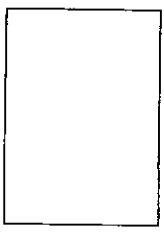
2. "Blue Mountain Blend" means a blend of coffee howsoever packaged containing Blue Mountain Coffee as defined above in such proportion as to account for not less than 20 per centum of the total weight of the blend.

Advertised in the Gazette No. _____ at page _____ on the

_____ day of _____ 1984.



COFFEE MARKS LIMITED
C/O COFFEE INDUSTRY BOARD
WILLIE HENRY DRIVE,
P.O. Box 508, KINGSTON,
JAMAICA.



CIB

COFFEE INDUSTRY BOARD



COFFEE MARKS LIMITED INTELLECTUAL PROPERTY (IP)

A P P L I C A T I O N F O R L I C E N C E

1.	
2.	
3.	
4.	

DATE: ____/____/____

Notes

1.) The applicant must supply the following with the application

- (i) A reference letter from two (2) business associates
- (ii) A letter from the applicant's accountant confirming that the applicant is of sound financial standing
- (iii) A sample of the packaging being used or proposed to be used

JAMAICAN STANDARD SPECIFICATION FOR COFFEE**1. SCOPE**

This Standard prescribes the requirements for "coffee" as defined below. Coffee means the fruits, products and by-products of (coffea).

2. INTERPRETATIONS

For the purpose of this Standard the following interpretations shall apply.

- 2.1 Coffee (coffea) — beans whole of broken whether parchment, green or roasted and includes ground, decaffeinated, liquid and soluble.
- 2.2 Cherry coffee- is mature and ripe fruit (berry) of the coffee tree which is mostly red in colour when fully ripe.
 - 2.2.1 Cherry coffee with more than 2-3% green berries is unacceptable.
 - 2.2.2 Cherry coffee with more than 5% stale berries is also unacceptable.
 - 2.2.3 Cherry coffee should go through a floating test and the floaters removed before it is presented for sale.
- 2.3 Wet parchment - is the coffee seeds remaining after the cherry coffee is pulped and washed to remove the exocarp (outer skin) and mesocarp (mucilage). The moisture content of the seed is usually over 60%.
- 2.4 Dry Parchment - is the dried coffee seeds with a desired moisture content of 10.5% - 12.5%.
- 2.5 Green Coffee - the name applied to raw dry coffee beans, free of all coverings.
- 2.6 Roasted Coffee - clean green coffee which by application of heat (roasting) has developed its characteristic flavour and aroma.
- 2.7 Freshly Roasted Coffee - coffee which has been roasted within a period of not more than 30 hours before consumption.
- 2.8 Roasted and Ground - The roasted beans which have been crushed to the desired grind. (See section 4.1)
- 2.9 Soluble (Instant) Coffee - is water soluble coffee solids in powdered or agglomerated form. It is derived from roasted and ground coffee brewed under pressure after which the liquid is evaporated leaving water soluble solids.
- 2.10 Liquid Coffee - is the brew derived from roasted and ground coffee which is usually packaged in cans or bottles with or without milk and sugar. Liquid content has not less than 30% coffee at average drinking strength.



3. **COFFEE - GREEN COFFEE STORAGE**
 Storage - Green coffee must be stored in a dry location having free circulation of air. The area should be free from insects, rodents, foreign odours and any other source of contamination.

4. **COFFEE - ROASTED AND GROUND**

4.1 **CLASSIFICATION**

Roasted and ground coffee should be of the following types based on particle size (see 4.5.1)

- 4.1.1 Type 1 - Regular
- 4.1.2 Type 2 - Drip
- 4.1.3 Type 3 - Fine
- 4.1.4 Coarser or finer grinds are permitted depending on the type of brewing equipment to be used.

4.2 **GENERAL REQUIREMENTS**

4.2.1 all roasted and ground coffee should be prepared only from coffee beans which are properly cleaned to remove covering membranes and foreign matter and should be free from any insect infestation and all evidence of spoilage.

4.2.2 The product should be free from off flavours.

4.2.3 The product should be manufactured in premises built and maintained under hygienic conditions. The equipment used for processing for example, grinders and roasters, should be clean and free from objectionable odours.

4.2.4 Spent coffee grounds should not be offered for sale as coffee.

4.2.5 The equipment used for processing ground coffee such as grinders and storage hoppers must be maintained in a clean and sanitary condition.

4.2.6 In addition to the above, the product must be processed in accordance with the requirements of JS 26: 1974 - Processed Food and the Processed Food Act 1955 (Act 32 of 1955).

4.3 **DETAILED REQUIREMENTS**

4.3.1 Sieve Analysis - The ground coffee must meet the following screening requirements.

Grain Designation	Amount of coffee retained on		Amount of coffee passing through control sieve 28 mesh (0.59 mesh)	Tolerances on amt. of coffee passing through control sieve 28 mesh	
	10 & 14 mesh sieves 2.00 mm 1.41mm	20 & 28 mesh sieves 0.84mm 0.59mm		Not less than	Not more than
Regular	%	%	%	%	%
Drip	33	55	12	9	15
Fine	7	73	20	16	24
	0	70	30	25	40

4.3.2 **Cup Quality**---The beverage must have the characteristic colour, flavour and aroma of coffee. There should be no off-flavours such as staleness, over-fermentation or mustiness.

4.3.3 **PRESSURE:**

4.3.4 **Vacuum**--- All containers with coffee described ad 'vacuum-packed' shall give a minimum reading of 28 inches (711.2mm) of mercury or 948.90mmbars when tested with a standard puncture-type vacuum gauge within one minute after packaging.

1. Coffee may also be packed under inert gas (Nitrogen gas flushed packages)

4.3.5 Residual oxygen must not exceed 1.0 per cent of the contained gas when determined using the oxygen analyzer

GREEN COFFEE BEANS SPECIFICATION

Blue Mountain coffee - coffee grown in the specially designated area of the Blue Mountains. The coffee has a blue green colour, good acidity, intense aroma, fairly good body, clean in the cup (i.e. lack of taste and odours).

Blue Mountain No.1

Beans of Screen 17/18 sizes with maximum defects of 2% and maximum of 4% smaller (lower case) beans

Blue Mountain No.2

Beans of Screen 16 sizes with maximum defects of 2% and a maximum of 4% smaller (lower case) beans

Blue Mountain No.3

Beans of Screen 15 size with maximum defects of 2% and a maximum of 4% smaller (lower case) beans.

Blue Mountain Peaberry

Beans from single seed berries with Screen 10s size. Maximum of 2% defects and a maximum of 4% smaller (lower case) beans.

Blue Mountain Triage

A combination of No. 1, No. 2 & No. 3 beans which has minor physical defects which will not affect the cup quality of the coffee.

Blue Mountain Fine Beans

Beans of screen sizes below Screen 15 with a maximum of 2% defects - This category of beans is sold by sample and the price is negotiable.

Blue Mountain Triage Peaberry Coffee

Peaberry coffee beans from the Blue Mountain which has minor physical defects but good cup quality. Maximum of 4% defects.

“Special Triage” (Triage B) - coffee of lower quality than regular triage - up to 7% defects and fair to fairly good cup quality.

High Mountain Supreme Coffee

Large beans from the Non-Blue Mountain coffee growing beans. Sizes 17/18 beans maximum of 2% defects and 96% minimum of size 17/18 beans. Blue green appearance, good acidity, good body, clean taste.

Jamaica Prime Coffee

Bold beans from the Non-Blue Mountain coffee growing area. Sizes 16/17/18 beans, maximum of 2% defects and 96% minimum of size 16/17/18 beans - Green appearance, fairly good acidity, good body, clean taste.

Jamaica Select

Jamaica Prime coffee with minor defects, paler colour – maximum of 4% defects. Fairly good all round taste.

Fine Beans (Blue Mountain & Non-Blue Mountain)

Coffee beans from Blue Mountain area (BM fine beans) and coffee beans from Non-Blue Mountain area with screen size below 15.

Giant Beans (Blue Mountain & Non-Blue Mountain)

Coffee beans from either area with a size of 20/64 in.(screen 20) and above. Fair taste characteristics. High level of breakage in roasted bean form.

1. Cherry coffee to wet parchment 45%.
60 lbs of cherry (1 box) would yield approximately 27 lbs of wet parchment.
 2. Wet parchment to dry parchment 47%
27 lbs of wet parchment from 1 box of cherry yields 12.69 lbs dry parchment
 3. Dry parchment to clean beans (green beans) 79%
12.69 lbs of dry parchment from a box of cherries would yield 10.02 lbs of clean beans.
 4. Cherry to clean beans conversion = 16.7% or 1/6
 5. Green Beans to roasted coffee conversion is 81%
Approximately 19% weight loss takes place during roasting.
 6. Greens to Instant coffee conversion is 38.5%
2.6 lbs of green coffee yield 1 lb of Instant coffee.
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1. **QUALITY CONTROL PROCEDURES FOR THE PROCESSING OF COFFEE**
 - a. Cherry coffee selected must be in a good condition, devoid of stale, dried, immature or green berries and other extraneous matters.
 - b. Cherry coffee should be pulperable when pressed between fingers; no more than 2% green or unripe fruit should be in cherry coffee delivered to the pulper or depot.
 - c.
 - i. Stale coffee (brown coloured cherry coffee) with foul smell and discoloured (brown coloured) seeds are not acceptable and should be rejected.
 - ii. Cherry coffee must not be stored in metal or plastic containers, plastic sheeting, fertilizer bags or closed containers because such storage will hasten fermentation of the coffee.
 - d. If cherry coffee was stored under water and it is still fresh smelling and the pulped seeds are clean, it is acceptable. **N.B. This coffee should be pulped within four (4) hours after removal from water. The coffee should be randomly sampled by an inspector/selector.**
 - e. Cherry coffee may be stored on a cured concrete barbecue under shade or in a well-ventilated building with concrete or wooden floor.
 - f. Coffee should be floated on the farms. Test floating should be done at depots or the pulper to ascertain compliance.
 - g. **Test floating** A random sample should be drawn from the set of bags or boxes of cherry coffee delivered i.e. a sample should be taken from as many bags chosen at random. If coffee is on a motor truck samples should be drawn from different areas of the load and from different levels.
 - h. Floats from the cherry coffee should be properly disposed of to prevent the spread of coffee berry borer pests.
 - i. Coffee should be pulped within twenty-four (24) hours after reaping if the best results are to be obtained.
 - j. Adequate water - For every /1.5 cubic feet of cherry coffee, 50 gallons of water should be available at the pulper for pulping and washing of coffee.
 - k. Machines should be adjusted in order to completely remove mucilage without causing any damage to the beans.
 - l. All pulper equipment and tanks should be kept very clean to prevent contamination of the coffee.

- m. A proper waste treatment facility should be put in place to:
 1. Separate solid waste from the liquid waste.
 2. Screen effluent.
 3. Allow for the settling of suspended solids in the effluent.
 4. Anaerobically or aerobically treat effluent before final discharge.

2. DRYING

- a. Drying should commence immediately after the pulping and washing processes.
- b. Coffee in the parchment form should be dried to twelve percent (12%) moisture content or within the range (10-12.5%). Coffee with higher moisture content is under-cured. The beans are usually soft and may therefore become flattened during the hulling process. The beans may become mouldy and / or musty in storage. If coffee is over-cured, that is below 10% moisture content, the beans become very brittle and may be broken in the hulling process.
- c. When parchment coffee has reached an advanced stage of drying, it should never be re-wetted.
- d. Parchment coffee should be allowed to dry evenly. It should be raked intermittently during sun drying. The rotary dryers can also be used to get good results.
- e. **Coffee to be sun-dried should be placed on a clean barbecue (concrete terrace) free from stones and other extraneous matter.**
- f. A crude means of testing the moisture content of the beans is by biting, but this should be followed by an accurate moisture test using a moisture meter. Over-cured beans will crack when pressure is applied during biting. Under-cured beans tend to flatten because of their rubbery nature. Properly cured beans will snap evenly when bitten.
- g. Dried parchment should be stored in a dry, ventilated area which is free from odours or other contaminants.
- h. Parchment coffee should be rested at least six (6) weeks after drying. This curing or aging process allows the coffee to mellow (grassiness is reduced).

3. HULLING AND GRADING

- a. Parchment should rest for six (6) weeks before it is hulled. This prevents a grassy taste in the cup.
- b. The weights on the huller / polisher machine should be adjusted to ensure proper hulling and polishing of beans. Over-polishing causes rapid palling of beans.

- c. Magnets should be installed to remove any metallic objects in the parchment line that might be present in the product.

- d. Graders should be cleaned regularly and sizer brushes and screens should be checked regularly for signs of wear. Proper grading and sizing can only be achieved with clean graders, sound screens and brushes.

- e. Coffee beans should not be exposed to excess light, they usually pale rapidly with extended exposure to light.

- f. Coffee beans should be stored only in clean bags or barrels.

- g. Less than 4% undersized beans are allowable in any grade of coffee.

4. SORTING

- a. Sorting machines should be adjusted to remove discoloured beans i.e., beans that are not bluish-green in colour.

- b. The machines work best in an ambient temperature of about 22 - 25 degree Celsius and in an area where there is limited dust which may cover the lenses in the optical boxes rendering them ineffective.

- c. **The machines should be adjusted according to:**

- iii. Size of the beans being sorted.
- vi. The level of defects in coffee
- v. Types of defects in the product to be sorted.

- d. Correct flow rate is necessary for proper sorting.

- e. Thorough pre-sorting should be done by hand on a sample of the batch of beans to assess the level of defects to be removed. This can assist in limiting the number of sorting cycles required to adequately clean up the coffee.

- f. Only coffee beans of a specific size should be sorted at any one time.

- g. Less than two percent (2%) slightly defective beans by weight is allowable in an exportable grade of coffee.

5. CUP TESTING

- a. Samples should be drawn randomly from more than fifty percent (50%) of the bags / packages in the batch being tested given that there is homogeneity in the batch of beans.

- b. The sample should be divided and part should be light medium roasted. The light medium roast allows all properties and/or faults in the coffee to be easily identified. A darker roast tends to mask faults in the coffee.
- c. 7.5 grams of roasted coffee beans are weighed and placed in 6.5 ounce cups used in the cupping exercise. 8.8 grams of beans are used in a 7-oz cup. Three (3) to six (6) cups are tested from each sample of roasted beans.
- d. The grinder used to grind beans should be flushed out after each sample is ground. This prevents the transfer of the properties of one sample to the next. The coffee should be a drip grind.
- e. Boiling water should be used (not just hot water) to make the brew. This speeds up extraction and allows grounds to settle quickly.
- f. The brew should be stirred and smelled while it is hot and in an effort to detect certain characteristics and/or faults.
- g. Allow the grounds to settle, then sip the brew forcibly, so as to create a fine spray to the back of the throat or palate during tasting.
- h. When smelling or sipping the coffee, the cup-taster should wash the spoon in plain water as he moves from one sample to the next.
- i. Coffee should be tested both hot and when it gets cooler, because some characteristics are not readily identifiable when the coffee is hot but may become evident as the brew cools.
- j. Cups and utensils used in the cup-testing exercise must be very clean and if any soap is used in washing (sometimes the cups become stained with coffee) they should be rinsed thoroughly with hot water.
- k. Some faults found in the cupping of coffee may be eliminated or lessened by reprocessing, for example:
 - i. removing any over-fermented (brown, yellowish or black) beans may eliminate over-fermented taste and;
 - ii. sunning beans may reduce or eliminate slight mustiness.

6. PACKING & STORAGE OF GREEN BEANS

- a. Packing material should be clean, strong and free from odours or taints. High Mountain and Blue Mountain Nos. 1, 2, 3, and Peaberry are packaged in wooden barrels made from odourless poplar wood.
- b. Graded coffee must be packaged according to grades and be kept separate in distinctly labeled heaps or lots in the warehouse.

- c. Packaged beans should be stored in a dimly lit area to prevent excessive palling. Artificial light should be available to be switched on during inspections.
- d. Storage areas should be dry, well ventilated and free from odours. Coffee should not be stored with products having strong odours.
- e. Green coffee retains its quality longer at storage temperatures of 25 degrees C and below and at a relative humidity of 50 %.

7. SHIPPING

- a. For best results coffee is best shipped in ventilated containers.
- b. Shipping containers should be clean and free from any odour that will contaminate the coffee.
- c. Coffee should not be shipped with chemicals.
- d. Shipping containers should be checked to ensure that there are no holes through which water may enter and damage the beans.
- e. Containers should be lined with craft paper which will absorb any condensation which may be formed in the container during shipment from tropical climates to temperate regions.

8. PACKAGING ROASTED COFFEE

- a. The coffee should be packaged in a manner that will allow it to remain fresh for a desired period. The coffee can be packaged in containers made of different types of materials ranging from paper to aluminum foil bags and cans.
- b. Paper is the cheapest material and least effective in ensuring that freshness of the product is maintained.
- c. The foil bag, especially when it is vacuum-sealed, will be most effective in maintaining the freshness of the product.
 - Triple ply foil bag is recommended with a combined gauge of 94 micrometer for the aluminum and plastic materials.
- d. Polythene or any plastic package will only be effective when the product is gas-flushed during the packaging process.

- d. Plain sealed polythene bags will only maintain coffee at a minimal level of freshness for about 6 weeks.
- e. All containers with coffee described as 'vacuum-packed' shall give a minimum reading of 28 inches(711.2mm) of mercury or 948.90mmbars when tested with a standard puncture type vacuum gauge within one minute after packaging. The recommended vacuuming pressure is 760mm of mercury (1 Atmosphere) or 1014mmbars.
- f. After packaging the residual oxygen in the package should not exceed 1.0%.

RECOMMENDED SHELF LIFE FOR THE VARIOUS MODES OF PACKAGING ROASTED COFFEE.

Type Of Package	Shelf Life
Foil Bags (with vacuum)	6 months
Foil Bags (with valve)	6 months
Plastic Bags (gas flushed / vacuumed)	3 months
Plain Plastic Bags	6 weeks
Tin Cans	6 months

Allow coffee to cool before it is packaged.

Allow roasted coffee to degas, especially when a valve bag will not be used to package the product.

Do not water quench the roasted coffee as this will result in premature staling.

9. STORAGE OF ROASTED COFFEE

Roasted coffee starts to deteriorate as the product degasses giving off volatile gases. The essential oils and compounds in the beans become oxidized as free air comes in contact with them. It is therefore important that the coffee be stored in a clean dry area, free of all foreign odours like spices, seasonings or mustiness. Consumers are encouraged to buy packages of convenient sizes that can be used within a relatively short time after it is opened. After packages are opened, the remaining portion should be placed in an airtight container and placed in the refrigerator.

10. BREWING OF COFFEE

Properly roasted and packaged coffee can be spoiled if it is not brewed and handled properly.

- 1. The choice of brewing equipment is dependent on the degree of grind of the coffee.
- 2. Brewing equipment should be kept immaculately clean, free from detergent traces or stale coffee residues.
- 3. Approximately 45 cups of beverage can be obtained from every one (1) pound of medium dark roasted coffee. The number of cups may vary according to one's preference.
- 4. After the brewing cycle has been completed the spent grounds should be removed from the brewing equipment. Over-extraction makes the brew very bitter or astringent.
- 5. The brewed coffee should not be held for more than three (3) hours after brewing. The beverage develops a cooked or un-pleasant taste if it is held for too long in the brewer.
- 6. The coffee should not be reheated. If it becomes cold, it can be used as iced coffee or other refreshing cold coffee drink.
- 7. Clean, fresh, tap water should be used when coffee is being brewed. Spring water if available is better.

The perfect cup of coffee can only be had if all the quality control procedures are observed in every process that coffee passes through.

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&
Chief Executive Officer

C.A. SIBBLIES
Managing Director

J.R. PAGE
Director

J.E. BLAIR
Director

Y.E. ROBOTHAM
Secretary



Corporate Brand

July 14, 2005

Coffee Industry Board
Willie Henry Drive
Kingston

Attention: Mrs. Tammy L. Bryan
Legal Officer/Board Secretary

Dear Sirs,

Use of Trademarks

We acknowledge receipt of your letter dated April 7, 2005.

We have submitted the completed trademark application form along with the fee of US\$200.00.

We note the requirements in use of the trademark and will take steps to comply fully with the Coffee Industry Board in its programme of brand protection.

Please be advised, however, that we currently have large stocks of packaging material which we would need to reduce and we would also require time for artwork, plates, etc. to be altered. With this in mind, we ask for a period of approximately six months to complete this exercise and present correct packaging to the marketplace.

We look forward to your kind co-operation in this matter.

Yours truly,
COFFEE INDUSTRIES LIMITED

John R. Page
Director