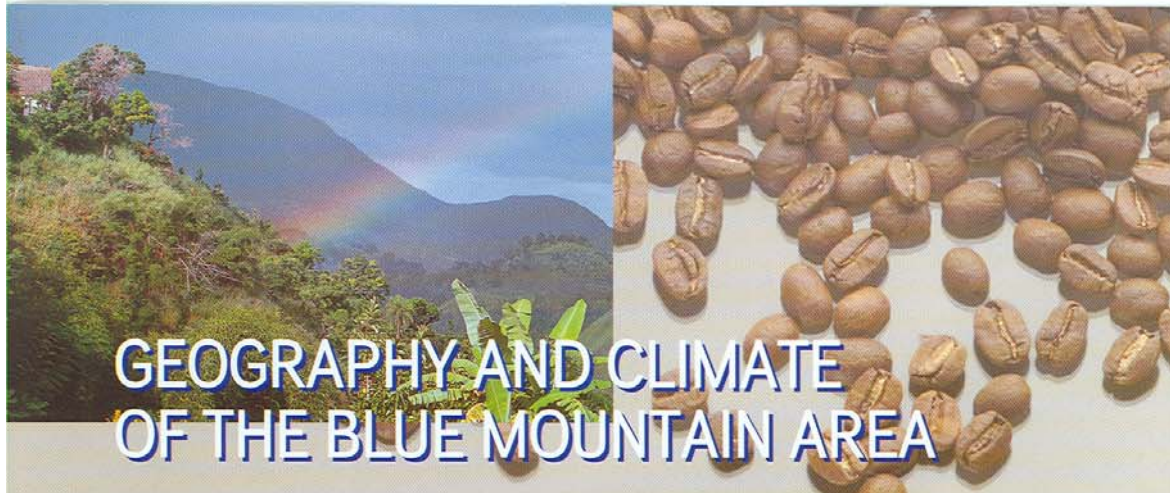




**JAMAICA**  
COFFEE INDUSTRY BOARD



**JAMAICA BlueMountain Coffee**



## GEOGRAPHY AND CLIMATE OF THE BLUE MOUNTAIN AREA

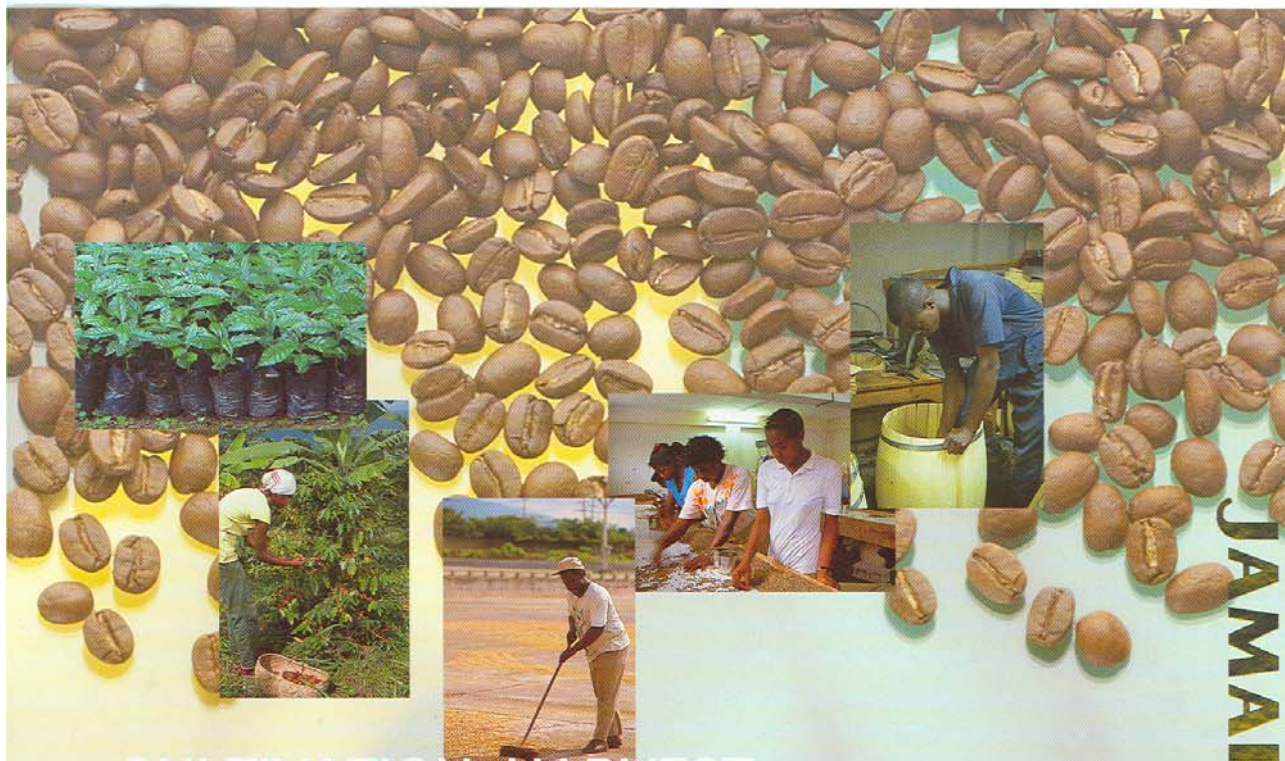
Jamaica extends 230km from east to west, and the majestic Blue Mountain Peak rises as high as 2256meters.

The Blue Mountain, as the name suggests, appears misty blue from a distance. As you climb the meandering and narrow roads, encountering the goats and mules along the way, the mist fades and leads to a luxuriant green of ferns, palms, bamboo and mahogany. "Blue Mountain" is a geographic expression confined to a specific area in Jamaica. Coffee labeled "Blue Mountain" is produced in this defined Geographical area called "The Blue Mountains". This mountain Range lies across three parishes in Jamaica: St. Andrew, Portland And St. Thomas.

In Jamaica there are 28,000 acres of land devoted to coffee Production but only 9,000 of these are with the legally defined Blue Mountain parameters. Jamaican coffee comes from the Arabica Typica variety which yield a bean which is far more delicate and flavorful than the robusta bean grown in the vast coffee farms of South America. It also has two-thirds less caffeine than standard coffee. To get the best taste from the arabica plant, Jamaican growers germinate the seeds for one to two years. They then cut off one of the two root systems before planting. Such a method makes for a slow growth (four years to first harvest) but it ultimately produces a high-yield crop with optimum acidity. In the high mountain regions the mist keeps the plants damp and cool. The average temperature (70 degrees) is ideal for coffee plants...cool, but not cold.

It was evident from the early years of introduction that The quality of the coffee produced in this area exhibited unique characteristics as compared with the coffees produced outside. These features include a distinctive aroma, a noticeable sweetness, clean brew and mild acidity. The high quality of Blue Mountain Coffee is mainly attributed to the particular ecological features of the area: soil type (low water retention) rainfall regime, cloud cover and diurnal temperature.

There is only about 25km between Kingston, which is the capital and also a port city, and the Blue Mountain.



## CULTIVATION, HARVEST AND PROCESSING OF COFFEE

By cutting the root, saplings will grow up slowly on purpose. After 5 years, the first harvesting time will come. The climate in the Blue Mountain Area and these technical skills bring about the well-balanced taste.

8 or 9 months after blossoming, the coffee cherry ripens, becoming deep purplish-crimson in color. After the harvesting by hand it goes forward to the next procedures.

1. Removal of outer skin and pulping
2. Washing
3. Drying
4. Parchment-Hulling and polishing
5. Grading
6. Sorting by hand

In Jamaica where water is plentiful, they chose the "washed method of curing". In this process, the role of water is very important. For example, picked coffee cherries are fed by a stream of water into a float separation which removes stones and defective beans.

After completing the work for pulping, pruning and sizing, discolored and defective beans are removed by hand. Over two or three times handwork are operated for the world's No.1 quality Blue Mountain.

JAMAICA Blue Mountain Coffee



## HISTORY OF JAMAICAN COFFEE

In 1728, coffee was imported from Martinique in the West Indies for the first time. After 9 years, the first export was successful. The coffee industry developed largely in the west foothills of the Blue Mountains for about 40 years, but gradually the cultivation extended in to the Blue Mountains. The reason is that many coffee producers experienced many rises and falls, and some farmers abandoned coffee for live stock and other crops. In order to save the coffee industry, in 1891 a legislation was passed to provide instructions in the art of cultivation and curing coffee by sending to certain districts, competent instructors. Efforts were made to increase the production of coffee.

In 1944 the Government established a Central Coffee Cleaning House where all coffee for export had to be delivered for cleaning and grading for improvement in the quality.

In 1950 the Coffee Industry Board was established and was based on maintaining the quality of Coffee for export.

## THE ROLE OF THE COFFEE INDUSTRY BOARD

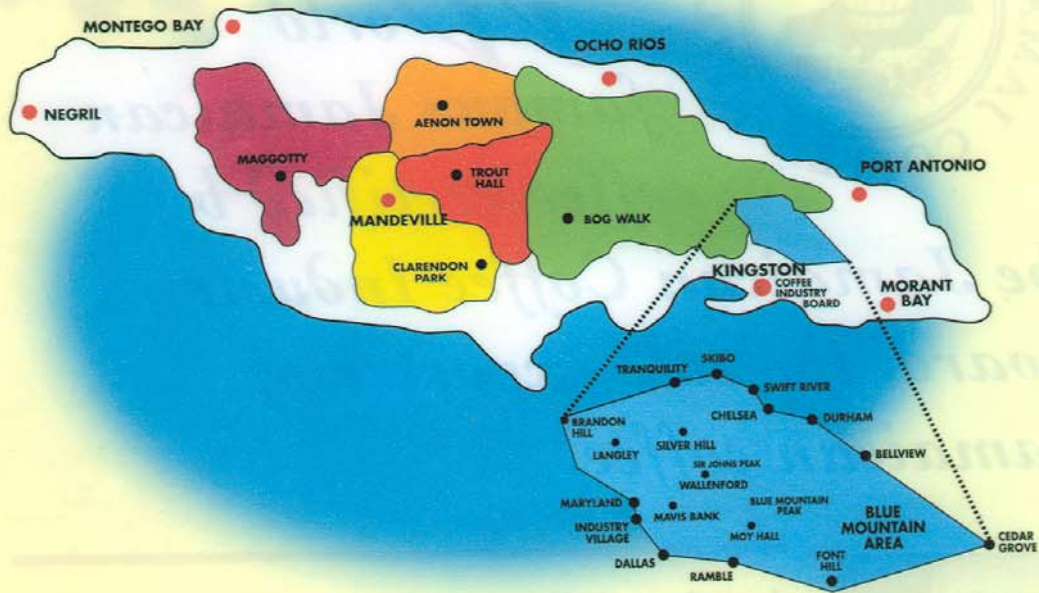
Jamaican Blue Mountain Coffee which maintains premium quality and top prices on the world market, has been achieved through the efforts of the Coffee Industry Board. The Board was established in 1950 and has educated and guided producers in every aspect of cultivation, harvesting and processing of coffee for a half century.

These efforts brought about a huge success. Today Jamaican Blue Mountain Coffee commands a higher price than any other coffee. The role of the Coffee Industry Board is to maintain the reputation for a consistently high quality product.

COFFEE INDUSTRY BOARD

P.O. BOX 508, KINGSTON, JAMAICA  
 TELEPHONE (876) 923-5850 FACSIMILE (876) 923-7587

# JAMAICA



THE COFFEE INDUSTRY BOARD WAS ESTABLISHED UNDER THE COFFEE INDUSTRY REGULATION LAW 1948. THE BOARD PROMOTES THE INTEREST OF THE JAMAICAN COFFEE INDUSTRY, ENCOURAGES THE DEVELOPMENT OF COFFEE AND REGULATES THE PURCHASING, PROCESSING AND MARKETING OF COFFEE IN JAMAICA.