

FAIRNIST

COFFEE

2017 EDITION





AIM

*Provide the highest quality boutique coffee.
Have a positive impact on our local community.
Promote a social entrepreneurial spirit at NIST.*



MISSION STATEMENT

Through sustainable business practices we will enable and empower farmers to break the poverty cycle whilst providing the highest-quality coffee to our customers.




FairNIST
 Coffee Co.
Supporting the livelihoods of farmers in Brazil


ROOTS
coffee


B

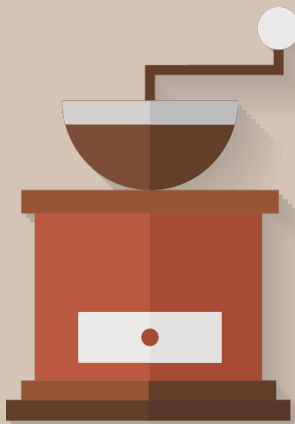
BRIEF HISTORY OF COFFEE



Did you know that Coffee is the second most traded commodity in the whole world? It is a cherry type fruit, and was discovered in Ethiopia in 800 AD. However, we are currently amidst a coffee shortage - there is a shortage of high quality varieties of coffee. Thus it might be expected that farmers receive a high income; yet the reality is that cafes, retailers, roasters and middlemen receive most of the money generated from sales, and farmers earn only a small fraction of the final price. This is what occurs with the farmers at Omgoi, and FairNist is aiming to improve their lifestyle by supporting projects such as 2Develop.

TYPES OF COFFEE WE SELL

FRENCH PRESS



Very coarse coffee, this is because it sits in water for an extended period of time. If the coffee put in the French press was fine, it would become very bitter. Coffee steeps for 4 minutes before plunging and serving.

DRIP COFFEE



This type of grind is slightly less coarse as the water has less contact with the coffee as it drips through the machine. The machine takes care of the process.

WHOLE BEANS



This type of grind is slightly less coarse as the water has less contact with the coffee as it drips through the machine. The machine takes care of the process.

ESPRESSO



This is the finest grind as the water has very little contact time with the water. This is the coffee you see that comes out of the automatic machines here at school. You can also make espresso in pots similar to the one on the right.

SUMMARY OF FAIRNIST

FairNIST Coffee is a student led social enterprise that is working to offer a premium quality local coffee in the spirit of fair trade.

We are working with coffee farmers from Maeromit, Ongo, one of the poorer regions of Thailand, yet one of the finest areas for growing premium coffee. We have grown out of NIST's 2Develop group, in an effort to increase the community's income. In addition to offering farmers a fairer wage, we are looking to up-skill the farmers in growing coffee along with support their additional development needs.

Students put their entrepreneurial abilities including marketing, accounting, and management, to get products out to consumers, in order to promote a positive and sustainable change in local communities.

We have partners helping to produce a superior product. Thai High Coffee, run by Ray Buerger, his partner Noi as well as the rest of his team, have been assisting FairNIST in not only better understanding the coffee industry but in acquiring and processing the highest quality coffee Thailand has to offer. Thai High Coffee has the highest grading standards one will find in Thailand, which is why their coffee is the only Thai coffee you will find in many of the specialty coffee shops across Bangkok. Additionally, Thai High Coffee is assisting in upskilling the Ongo farmers in growing a better quality cherry, in the hopes of future Ongo farmers receiving higher wages for their quality work.

Our processed beans from Thai High are then roasted at Roots Coffee Roaster. Roots, the sister company of Roast Cafes, has been recently listed by BK Magazine as the top café in all of Bangkok. This is due to their roaster, Korn, who is one of the top roasters in Bangkok. FairNIST Coffee is excited to have him on board.

FairNIST is working towards funding training programs to assure higher yields and to help develop Maeromit's ability to process their coffee. We are looking to build a shared drying facility for this to go on and for coffee farmers to make a considerable amount more for their produce. In addition, we are collaborating with the regional Royal Project piloting higher quality/ higher priced varieties of coffee, such as Bourbon, that will bring much higher returns in the long term, allowing Maeromit to make good on the high quality coffee shortage the world is now faced with. Furthermore, all proceeds support the 2Develop's Maeromit Development Goals including the improvement of water, sanitation and education and their accompanying projects.



KISCO



Why did you decide to join this corporation?

Not only is this a great CAS opportunity that offers learning through the lens of entrepreneurship, but it also provides us with a lifetime's learning from a direct 'hands-on' experience of giving back to our society.

What are some of the challenges you have faced?

Financing the investment of equipment such as a grinder, which can perpetrate more efficiency and quantity in our sales.

How have KIS students, teachers and the parent community responded to KISCO?

They've responded with a great deal of positivity towards this unique form of service. There's been a motivating influx of student efforts and collaboration to make contributions for this service at KIS. Plus, our community's zeal towards coffee has taken us far.

How do you manage your group? Do you have weekly meetings? Have you split up into different subdivisions - each group having a specific job?

We've established regular meetings on Mondays and Thursdays along with the titles of a 'President' and a 'Vice President' of students in upper high school. Moreover, we've recruited younger students to invest in the future of KISCO. While we don't work by a chain of subgroups within KISCO, we maintain positions for specific tasks and leadership roles. By doing so, we've essentially eradicated the importance of too many titles in our meeting room, so everyone can gain an exposure to their preferred jobs.

KISCO sees this as an opportunity for students interested in the notion of giving back to our community, and experiencing entrepreneurship.

RIS'ING



Why did you decide to join this corporation?

We're investing in the future of this cause, since this form of social enterprise has the potential to cater for the underprivileged people here in Thailand. Moreover, coffee itself has the potential to attract a huge range of customers; all who can significantly make a difference by supporting this cause.

What are some of the challenges you have faced?

One of our greatest challenges was recruiting significant committee members as the idea of this social enterprise dedicated towards a service was new to RIS. As a result, we had trouble finding enough students who've had experience with such projects. On a similar note, we had time constraints. We didn't have enough time to boost the productivity of this group at first, because of the time it took to launch this project at RIS.

How have KIS students, teachers and the parent community responded to KISCO?

So far, the RIS community has offered an influx of support for this cause and project. Moreover, it has been a pleasure to see countless teachers and parents involving themselves to not only enjoy the coffee, but also support the farmers in the Maeramt Village.

How do you manage your group? Do you have weekly meetings? Have you split up into different subdivisions - each group having a specific job?

Our mentor, Ms. Kaitlyn, has been supervising our group and offered useful feedback on how to expand this project. RISing Coffee also includes student leaders, who are heading into high school. Our leaders have been representatives at conferences and kept the structure of our meetings in check. They've also helped manage our sales and selling schemes. Overall, since the launch of this project, we've received help from a lot of middle school students in the jobs of bagging and selling.

Furthermore, we currently have about 20 students on board with our RISing coffee project. In comparison to NIST's student body, RIS's students are a bit different in the sense that most of them are just heading into middle school next school year. It's exciting to see what these younger minds have in stock for this great cause.

Is there anything specific you would like to mention that would be included in the magazine article?

RIS is very excited to join the coffee project. Our main goal is to help the farmers and aid villages that are unfortunate in any way we can. We also want to be a part of this enforcement of fair trade, and introduce an experience with social enterprise for students. After all, "You must be the change you wish to see in the world" -Mahatma Ghandi.

ISBEAN



Why did you decide to join this corporation?

First, we decided to join this social enterprise because ISB students who attended the ServICE conference were very inspired by FairNIST's presentation. Our students who reported back from ServICE said the fair trade coffee idea had stuck with them the most, and that the "Global Issues Network" club in our middle school, decided to take on the project for our school as well.

What are some of the challenges you have faced?

The "ISBean" team originally started with 6 Middle School students. As a result, a challenge at the start was figuring out who to contact, as well as what steps to take first. Therefore, we took a field trip to NIST to attend their "FairNIST" meeting, where their members provided us with all of the information we needed to get started.

Another challenge we faced was organizing funds, money, and sales. As soon as we released an order form and started selling, we received a fairly large amount of coffee orders. Moreover, we didn't have any place to record who had their coffee delivered to them, who had paid, who had picked it up, how much money we had gotten, if people had gotten their requested amount of bags, etc. As our team grew, we definitely gained a lot more assistance in organizing ourselves. Today, we have everything in one place.

How have ISB students, teachers and the parent community responded to ISBEAN?

The ISB community was very supportive of our group, and we have received an overwhelming number of orders for coffee. These orders mostly come from teachers, thanks to our principal and group supervisor, who had sent our order form to the ISB staff. We hope to make our club more known among students and teachers in the year to come.

How do you manage your group? Do you have weekly meetings? Have you split up into different subdivisions - each group having a specific job?

Last year, we conducted frequent after school meetings with our group members. This year, the high school members have a block of time during our school hours to use for meetings. However we have not yet fully organized how we will meet with our middle school members. Our group is split up into subdivisions, including Accounting/Sales/Treasurer (3 people), Publicity and Social Media Managers (3 people), Coordinators (2 people), "Product Making Group Leader" (Sets up when we



WORD WITH MR. GANGI

Share your experience with starting up FairNIST from scratch?

It really goes back to when I worked with a company in Hanoi that operated with some features of fair trade. As a new teacher at NIST, I wanted to be involved with something similar. Mr. Andy Dorn had been working closely with Omgoi when he brought this idea of marketing coffee, and a few students were interested right away. I saw how Omgoi and Meramait were growing their coffee, and so through a series of baby steps, we contacted the company they contacted, and essentially bought their coffee at a marked up price. While they weren't keen on partnering with us at the time, we made baby steps to break off, develop our own ideas, and establish a determined commune to work with. During this process, I was also happy to build connections with cafes around Bangkok to gather quality information from them. Essentially, we were striving to develop our own blend of coffee. Unfortunately most cafe's weren't too keen on assisting us. Instead, I was forwarded to Thai High where I met Mr. Ray who helped us get moving and developed good relations with us. He told me about how he worked closely with the firm Roots who were willing to team up with us. This relation really pulled everything together in terms of the coffee side of FairNIST.

Our team continued making trips to Omgoi, which till date is always an invaluable experience. Last year we realized that there is only so much coffee FairNIST can sell, as it is not a full time job for our students. This posed the challenging question: How can we make more sales and make an impact? Our team couldn't work for customers outside NIST to deliver the coffee, so we created collaborative efforts and relations with other schools in Bangkok who were on board with our ideas. During the Service conference last year, KIS, RIS, BPS, and ISB on were board with our goals. We're in the process of growing and formalizing our efforts for the near future, to collaboratively make an impact.

FairNIST's pop up shop has developed greatly, and I'm proud we've come a long way with our logo. Our group itself expanded till 25 members, but more importantly, everyone's participation has improved as we're more engaged due to expanding possibilities. Our productivity has grown. Now everything has sped up. I love this experience and how it also allows teachers to fuse their passions into service. To an extent, we should be doing service and expect everyone to, despite our busy lives.

This experience ties well with my classes and role as a service coordinator, but it is also a good model for what students should be doing. It's a part of our hobbies and passions. For instance, I already love coffee and business, so here's an opportunity to fuse

these interests. Impact wise, we have yet to achieve major ones in the near future, but in terms of getting a training program and our coffee types to develop, we're already doing well enough to shift our money to big projects. Overall, I think we're moving in the right direction with a good spirit.

How do you think including students into this cause helps benefit our community?

Students can act on Sustainable Development Goals such as responsible consumption to benefit our community. We all need to be responsible consumers and citizens. So as a community, we need to be thinking about the choices we make everyday such as what we chose to consume. In doing so, students can also learn how big corporations' wealth ends up creating an unequal society. Usually, the share of profits ends up in the hands of the few. Yet farmers should get more. And we can break this vicious cycle. We can see impacts of what higher prices bring for farmers and see the benefits it brings to society. We have enough resources to make us all live happy lives, and there's no reason people should be living in poverty, especially people who produce necessities we rely upon. Here students can open their minds and think about these types of impacts, and be an active part of helping our vital farmers.

What do you see in the near future of FairNist?

As we move forward as a group, I can see us functioning like a professional cafe. It is only going to get better; we already have plans for mugs, filters, display cases etc. Everything is truly coming together this year, and soon most of the consumption of coffee in NIST will be supplied by us! Additionally, coffee is just the tip of the iceberg. Once we can start directly selling to cafes, students will be able to engage in other fair consumption projects, whether that be for tea, rice or egg. There are countless possibilities. There potential here and the NIST community can't wait for upcoming projects. Also, knowing that the profits this cooperation will make is going back to communities is also great. Currently, we are able to sustainably sel coffee, and the regularity of our sales ensures that we can continue this project indefinitely. This is very exciting, since it will be able to not only fund our projects, but might help jumpstart other service groups too!

What is your favourite Coffee?

I'm an Americano Guy. Traditionalist. No Sugar.

MEET VICHAI

Vichai is a coffee farmer in Maeramit, Omgoi. He is 31 years old, married and has three children, a girl in Grade 4, a girl in Grade 1 and a boy that is 7 months old. He went to school up until Grade 4 and has never received training in how to properly grow and maintain his coffee plants. He has 500 plants which are two years old and will not produce coffee for another 2 years, at such time they will each produce 3 to 5 kilos each every year. He grows other crops such as rice and tomatoes and has 15 chickens and one pig. You can see where he lives and take a tour of his house in our virtual reality video linked here. He is very interested in training if he had the chance, and is especially interested in learning how to coffee from cherries to green bean however, he does not have money to build such a facility. If Vichai could dry his coffee he could make up to 250 baht a kilo rather than the 12-18 baht/kg he would otherwise earn. This would help assure his children go to high school and possibly university. It would assure appropriate health care and nutrition, as well as transportation.

Help FairNIST support Omgoi farmers so that we can assure farmers like Vichai to get their fair share for their hard work in making your cup of coffee.



DEVELOPMENT PROJECTS

- Agreed to pilot a higher variety seed, Bourbon, with the Maeramt Royal Project and supported by Thai High Coffee
 - Bourbon Coffee Cherries were picked, dried and delivered and will be grown in Maermit in May of 2017.
 - Thai High Coffee thankfully provided a 2 day training for the Royal Project assuring that the plants are grown properly and that information is properly dispersed to Maeramt farmers. FairNIST organized, funded and participated in the entire process.
- Agreed with the Maeramt community that a shared drying facility, as well as training, was needed.



A man wearing a grey hoodie, a brown cap, and sunglasses is standing and speaking to a group of people seated outdoors. The background shows lush greenery and a wooden structure. The text "QUESTIONS FOR RAY FROM THAI HIGH" is overlaid in the center.

**QUESTIONS FOR RAY
FROM THAI HIGH**

You have been a key contributor to the success of FairNIST. Could you tell our readers what exactly Thai High's role is in assuring a quality cup of coffee ends up on our consumers table?

Thai High plays a crucial role in the quality chain as we are the link between the farmer and roaster. Our function is to identify farmers who are able to grow healthy coffee plants and deliver a properly harvested coffee cherry or processed cherry to Thai High. Coffee grows as a fruit, much like a cherry. If the plant is healthy and the fruit harvested properly, the sweet full flavors of the fruit will be imparted into the coffee seed, or bean. Thus, Thai High is the selector at the farm level which is where all delicious coffee originates. Thai High then operates a mill. Milling coffee is what converts the fruit to a roastable bean. This is an intensive process with extremely detailed standards. Thai High produces to both Premium and Specialty Standards, depending on the customer.

You have spent a significant amount of time and effort in improving the quality of coffee in Thailand and to assure coffee farmers are in better standing. Could you give us some specifics about how you achieve these goals?

Quality has its roots in knowledge and training. Thai High is active in training those farmers in soils management, plant care and harvesting. If the quality standards are not adequate we will not purchase the farmer's product.

What are the different types of coffee you offer? Could you tell us a bit about each.

Producing coffee is much like the lumber industry. The inside of the tree produces long straight boards with no knots which represents the highest quality product that the tree can yield. As you move outward the tree yields smaller boards with more knots and the price is lower until you get all the way to wood chips which go into composite products. Coffee is very similar. We start with a batch of coffee and mill it by removing a shell, then size and quality sort the beans. Specialty Grade beans are the densest beans with very few defective beans and command the highest prices. Beans that are less dense, combined with some of the defective beans are re-bulked and sold at lower prices. One key element however is the origin, which is much like the type of tree. Some origins and plant varieties produce expensive coffee, while other origins are more in line with daily drinking coffee. The cheapest coffee is used in instant brands and processed products.

Thai High offers many different types of beans all with names that describe something special about the origin

or processing style. Our Sweet Cherry comes from a origin where the Farmers pick beautiful Red Ripe Coffee Cherries. Forest Estate comes from a region where the farmers do not cut down any of the trees, thus the coffee grows in beautiful Thai Forests which gives the coffee a rich organic taste. The Brown Ale is a bean that has an especially nutty character, much some of the American Craft Beers.

Describe your experience of working with FairNIST over this couple of years.

We have enjoyed working with NIST because of the passion and project follow through. Furthermore, the sense of experimentation at NIST is wonderful. Coffee still has so far to go in Thailand and new ideas and new thinking is really important in a market that is globally competitive.

What is your view on FairNIST coffee and the cause it supports?

The Fair NIST program speaks for itself. The fact that the profits go back into the supply chain is really needed. Coffee farmers receive the smallest value add to their costs when compared to the rest of the supply chain links. The farmers are also the least likely to receive the training and knowledge they need to provide for a sustainable living for their families. The fact that NIST give back program is really making a difference.

You have some exciting new projects that you have been developing over the last year. Could you tell us about them?

Coffee is changing in what is being called the 4th Wave, Cold Brew Coffee. It is coffee that is brewed with cold water over a long period of time. Cold Water extracts the sweetness and full flavors but leaves behind the compounds that cause bitterness so Cold Brew has some real taste advantages. Cold Brew is leading the change in Coffee from being just coffee to becoming a beverage that can be enjoyed anytime and in many ways.. Thai High is leading the change in Thailand by opening the first large scale brewery. We have developed Patent Pending technology for making Cold Brew and are now exposing the Thai audience to something very new in this market - Cold Brew Coffee. Perhaps this is what best defines Thai High: constant Innovation and creative ways to always get better.



In a world where you need a dollar to catch a dollar, everyone deserves a helping hand to lift themselves up.

- Muhammad Yunus

When coffee prices fall below production costs, farmers are often forced off their land, and they lose their homes, everything. With fair trade, farmers get a fair price for their harvest with a guaranteed minimum, so they can invest in their crops.

- Nell Newman

"FairNIST has been a truly wonderful experience, for me, and for everyone it has touched throughout its existence. I personally have been able to explore a passion of mine and gotten to learn real-world skills by helping develop, and continuously work on a new accounting system for the enterprise. I truly feel pride and fulfillment in the work I have gotten to do with FairNIST knowing that all of the effort I put in improves the lives of another person living in not as lucky conditions as me. FairNIST has given me a chance to make a positive impact in the world, and let me tell you it smells great!"

- Alexander Templeton's Story



CONTACT DETAILS

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<https://www.facebook.com/FairNIST/>

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Student Leader:

Alessandro Prugel

Teacher Advisor:

John Gangi

Thai High Coffee:

Ray Beurger - Ray@Thaihighcompanies.com

For purchases:

Contact us through our Facebook Page, Email or buy directly from one of the NIST Cafes, where all proceeds go directly back to our development projects.

300baht per 250g and 4 bags for 1000 baht

For collaboration:

Please email us if further clarification/guidance is needed