

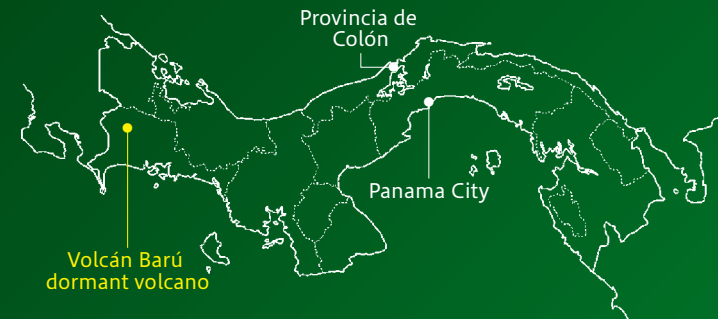


# GEISHA COFFEE REPORT in 2017

## ゲイシャコーヒーレポート



Geisha Coffee is grown on Volcan Baru, a dormant volcano



### What is Geisha Coffee ?

Geisha Coffee, a new premium coffee blend, is valued by coffee lovers for its vivid character and bold taste. This world-acclaimed coffee was first cultivated in Costa Rica with plants from the Gesha region of Ethiopia, and is now grown in Panama. The trees, with their beautiful thin leaves, grow very high. These high altitude and high value beans are visibly different from other varieties, being long and slender. Especially the Geisha got only at the high ground is considered as the one with the best quality. With a refreshing flavor of berries, citrus fruit, mango, papaya and peach, and a finish similar to bergamot, the profile of Geisha makes it a champion among coffee varieties.

### The History of Geisha Coffee

Geisha Coffee is relatively young in a history of coffee, and it started in 1931 when it was found in Gesha village in the South East of Ethiopia. The name, "Geisha" has no connection with Japanese "Geisha". It was named after the place of origin: Geisha village. Geisha beans were brought to the Tropical Agricultural Research and Higher Education Center (CATIE) in Costa Rica in Latin America in 1953, through Kenya and Tanzania. Then Geisha species were got into Panamanian plantations

in the middle of 1960s. But Geisha species grew slowly and produced less than half coffee cherries in a tree compared with usual species. In addition to that, they tasted bad because they were cultivated at the lower ground. At the result, Geisha trees were replaced by other species and they were laid aside. In 2000 after several decades had passed, Geisha trees, which were grown up in the Esmeralda plantation in the Boquete area of Panama, produced red big coffee beans like Olives. This is "the rediscovery of Geisha coffee". When they put the Geisha coffee up to a coffee auction, the high quality and good taste that had never been experienced made many authenticators surprised. And the Geisha coffee was auctioned for \$21 per pound, which is ten times of usual coffee price. This news was enhanced to coffee lovers all over the world, but valuable Geisha coffee was difficult to get and was not a type of coffee that everyone could drink. After the auction, the price of Geisha coffee continued to rise up every year with high reputation from authenticators, coffee lovers, and roasting experts in the world. Since it auctioned for \$350 per pound in 2013, Geisha coffee has been looked as the most expensive coffee in the world. Now many plantations cultivate Geisha coffee beans pursuing higher quality with the originality of each.



Geisha granja

### Main coffee plantation

- Volcan Baru:** Cup of Excellence in 2016 over Esmeralda, known for Janson brand. Grown at an elevation of 1,700 meters.
- Don Pachi:** The first plantation of Geisha in Panama. The master's son, Francisco is taking over. Grown at an elevation of 1,600 meters.
- Esmeralda:** Entered the Cup of Excellence in 2017 for the first time with Geisha. Best Plantation Award in 2017 and renewed the highest bid price of \$1322 / kg (green beans).
- Morgan:** The plantation of Morgan Family, the author of historical novel "Golden Horse". (The story of laying Panama Canal Railway, translated and published by Santosha Co., Ltd.)
- Casa Ruiz:** One of the major coffee plantations representing Panama. There is a coffee shop in the plantation in Boquete City.
- Kotowa:** It also produces organic coffee. Winner of the Cup of excellence in 2012. Popular in Panama.
- Elida:** Known for Bajareque brand, cultivates high quality Geisha coffee. The master serves as the Chairman of the Best of Panama.
- Valentina:** Winner of the Cup of Excellence in 2011, and fifth place in 2012. Grown at an elevation of 1,500 meters.
- Gallardo:** A small plantation that has won numerous awards of Best of Panama since 2015. Winner in the Geisha division 2015.
- Carmen:** Not only Geisha coffee but also usual coffee is popular.
- Auromar:** Winner of the Cup of Excellence in 2013 and 2016. In 2014 Starbucks Japan sold their coffee in Japan. Grown at an elevation of 1,600 meters.
- Agricola Geisha:** Family-owned organic coffee farm in Alto Jaramillo. Grown at an elevation of 1,300 meters.
- Los Cajones:** Plantation in Boquete in family atmosphere.
- La Huella:** Group plantations where small ones gathered. Unique taste is popular, concerned with the process of manufacture. Prize winner at the Cup of Excellence in U.K.
- Lerida:** Having been running hotels and coffee plantations in Boquete from old times. Grown at an elevation of 1,200 - 1,700 meters.
- Willem Boot:** Winner of Cup of Excellence in 2014. Valued at \$107 per pound. Grown at an elevation of 1,700 meters.

\*Geisha coffee is grown by many other coffee plantations in addition to the ones listed above

### Photos of Geisha Coffee



Flower (Buds) of Geisha coffee tree



Coffee beans of Geisha (May)



Esmeralda Plantation



Coffee beans of Geisha in the harvest (February)



Coffee cherry



Cafetales Valley Plantation



Geisha coffee after roasting

#### Attributes

Geisha coffee is expressed as "The miraculous and the best coffee in the world", "The most expensive one", or "Coffee with refined fruity flavor and sweet taste". It has a refined sweet taste like a full ripened tangerine and a flavor like a flower of Jasmine.

#### Way of producing

There are two ways to produce Geisha coffee. One is the Natural way and the other is the Washed way.

**The natural way:** Dry coffee cherries under the sun after harvest, and take out coffee seeds.

**The washed way:** Take coffee seeds out of coffee cherries after harvest, wash them with water and dry them.

### Best of Panama 2017

#### Geisha Natural

	Plantation name	Kind	Cupping	Bid price(kg)
1位	Esmeralda, Cañas Verdes	Geisha	94.1	\$1,322.20
2位	Altieri, Callejon	Geisha	93.2	\$184.80
3位	Santamaria, Santamaria	Geisha	93.0	\$180.62
4位	Nuguo, Nuguo	Geisha	92.9	\$138.56
5位	Los Cantares, Dorado Ruiseñor	Geisha	92.1	\$191.40

#### Geisha Washed

1位	Sophia, Sophia	Geisha	93.1	\$560.56
2位	Carmen, Carmen	Geisha	92.8	\$112.20
3位	Santamaria, Santamaria	Geisha	91.9	\$137.50
4位	Carmen, El Palomar	Geisha	91.8	\$92.40
5位	Esmeralda, El Velo	Geisha	91.7	\$128.26

#### Traditional Natural

1位	Lajones, Elias Sweet	Catuai	88.8	\$103.84
2位	Kotowa, Las Brujas	Caturra	88.5	\$67.10
3位	Kotowa, Duncan	Caturra	88.4	\$60.50
4位	Lamastus, El Burro	Catuai	88.2	\$49.50
5位	Carmen, Gran Reserva	Caturra	88.1	\$45.10

#### Traditional Washed

1位	Lerida, Moi Honey	Catuai	89.7	\$72.60
2位	Lerida, El Principe	Typica	89.6	\$57.20
3位	Esmeralda, Bourbon Pointu	Laurina	89.1	\$101.20
4位	Carmen, Special Reserve	Caturra	88.7	\$42.90
5位	Eleta, Candela	Bourbon	87.8	\$39.60

#### Pacamara

1位	Don Julian, Royal Pacamara	Pacamara	90.4	\$48.40
2位	Cafelandia, Don Maximo	Pacamara	89.6	\$34.54
3位	Agricola Catuai, Doña Elvira	Pacamara	88.9	\$30.80

### Specialty Coffee Association

SCAA, Specialty Coffee Association of America, was established in the U.S. In 1982. Japan, Brazil, Costa Rica, Panama and nations in Africa have also affiliated with the SCAA. "Cup Profile" represents eight qualities: Flavor, finish, acidity, texture in the mouth, the degree of cloudiness in the taste, sweetness, balance and total evaluation.

### SCAJ, Specialty Coffee Association of Japan:

<http://www.scaj.org/>  
holding barista contests and seminars.

### Specialty Coffee Association of Panama:

They hold an International Cup Excellence of Panama including Geisha Coffee every summer in Panama.

Author: Kosuke Yoshimoto, who lives in Panama.  
Sales Agency in Japan: Santosha Inc.  
☎03-3231-7739  
©editor: Santosha Inc.

The Bridge between Japan and Panama  
**The Golden Horse**  
in the 21st Century

'Kosuke Yoshimoto's Panama Coffee Report'  
'The Golden Horse in the 21st century,  
news letter between Japan and Panama.'  
<http://www.japan-panama.com/>