

Roasters Guild Executive Council Accreditation Panel

- **Paul Thornton**, Coffee Bean International
 - pthornton@coffeebeanintl.com
- **Shawn Hamilton**, Java City
 - shamilton@javacity.com
- **Spencer Turer**, Dunkin' Donuts
 - Sturer@adrus.com



TERMINOLIGY

- **License** – Authorization to practice or perform task in a profession, usually issues and controlled by government agencies
- **Certification** – Guarantee of skills or required knowledge to practice in a field.
- **Accreditation** – Recognition for completion of a curriculum or meeting a standard.



Roasters Guild

Roaster Education and Accreditation Program

- **A comprehensive Roasters Guild initiative consisting of two independent components designed to present the craft and science of coffee roasting as a professional occupation.**
- **A program of education and accreditation to provide credentials signifying mastery of a coffee curriculum, demonstration of coffee skills, and overall industry expertise**



Apprentice Roaster(AR)

- **The first level accreditation is defined as a person currently in the education and investigative phase of their career. Employment as a coffee roaster is not a requirement for this accreditation.**
- **Educational Topics Include:**
 - **Laboratory equipment**
 - **Basic roasting, cupping and grading**
 - **Coffee farming & processing**
 - **Defect identification.**
 - **Roasting history and techniques as related to profile and craft roasting.**
 - **Understanding the basic and complete workings of a coffee roasting facility**
 - **Demonstrating mastery of basic coffee roasters skills are part of the AR educational curriculum**



Journeyman Roaster (JR)

- **This mid level accreditation is defined as a person employed to roast coffee and has completed the formal or informal training for that position.**
- **The Journeyman Roaster education consists of many advanced level classes and is designed to be more challenging:**
 - **Purchasing & Finance**
 - **Advanced cupping**
 - **Advanced coffee processing**
 - **Manufacturing (Roasting, grinding, packaging)**
 - **Coffee Brewing**
 - **Decaffeination**
 - **Home roasting**

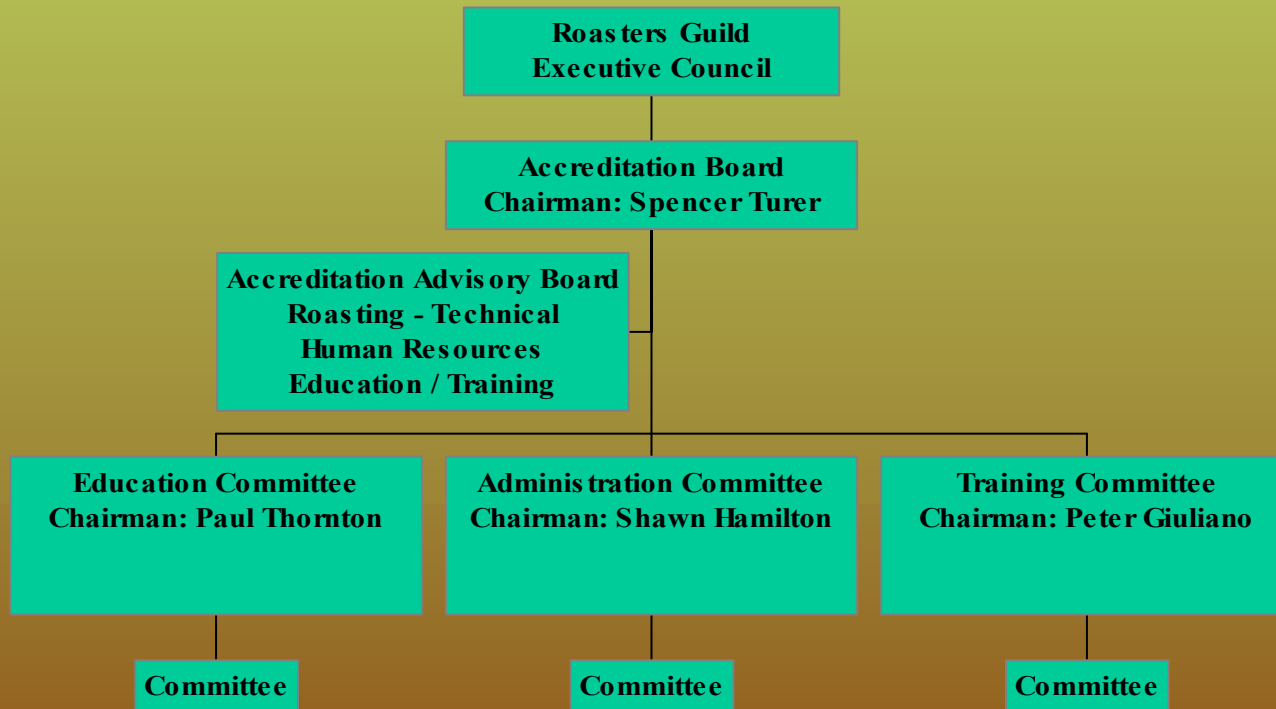


Master Roaster (MR)

- **This accreditation level is defined as a person who is regarded as an expert by their peers and possesses the highest degree of education and skills related to grading, cupping, roasting, packaging and brewing.**
- **This accreditation level is designed to be particularly complex and multifaceted, and requires substantial individual learning related to industry topics, manufacturing and business topics:**
 - **Advanced sensory evaluation techniques and competitive testing,**
 - **HACCP, GMP, SPC**
 - **Operations management**
 - **Certifications**
 - **Coffee marketing**
 - **Employee (Coffee) training techniques**
 - **Coffee chemistry**
 - **Tea, and other beverages**



Education and Accreditation Program Organizational Chart



EDUCATION

Committee Chairperson – Paul Thornton

- **Create a Body of Knowledge**
 - Research
 - Write educational materials
 - Edit the data for accuracy, spelling, grammar, etc.
 - Insure compliance with all copyright and intellectual property laws
- **Key linkages:**
 - SCAA Committees
 - Education Institution and/or Consultant
 - Publishing Consultant



TRAINING

Committee Chairperson – Peter Giuliano

- Recruit a team of competent and respected coffee educators.
- Design classes
 - Seminars, lectures, workshops, and self-study
- Create (write) tests
- Key linkages:
 - Educational institution or consultant
 - SCAA Training Committee



ADMINISTRATION

Committee Chairperson – Shawn Hamilton

- **Create infrastructure for accreditation implementation.**
 - Application / Accreditation Award
 - Finance
 - Conduct Testing
 - Maintain candidate database
 - Program Marketing
- **Determine Pass/Fail criteria and score exams**
- **Key linkages**
 - SCAA
 - Educational Institution or Consultants



ACCREDITATION BOARD

Chairperson – Spencer Turer

- Recruit members for the Advisory Board
- Provide strategic direction for program and oversee tactical implementation
- Coordinate all sub-committees
- Liaison with SCAA
- Public Relations



Key Concepts

- This is an educational program
- Accreditations are awarded based on demonstrated knowledge and skills; mastery of the curriculum
- No “honorary” accreditations
- Voluntary program open to all who qualify
- Program will have cost to the individual
- Go at your own speed education
- Ability to test for advanced accreditation during introductory period.
- This program is still in development



Resources Needed

- Roaster Guild membership to **actively** participate on committees.
- Outside resources needed:
 - SCAA committee and staff participation
 - Industry Consultants (Education & Publishing)
 - Non-RG members for Advisory Board and working committees
 - Industry experts (Research and training)



Questions and Answers



Education and Accreditation Program

Contact information

