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Ripe Beans and Blossoms on Same Tree.
The blossoms of the coffee trees are white and exceptionally fragrant and continue right along with the fruiting, which continues about nine months of each year. The fruit on the trees being in all different stages of development at the same time—green, etc.

Looks Like Cranberries.
The fruit on the tree is very similar in appearance to our cranberry, although it is a little larger and a little darker in color. Each of these berries contains two seeds, or coffee beans, with their flat sides together wrapped in a film of silky substance. Outside of this film is a heavier wrapping, which is coated with a sort of juicy substance, and outside of that, next to the skin, is a pulpy fruit.

All of this has to be removed before the coffee is ready for the market.

Great Deal of Work for Morning Cup
Years ago, before the world took strides in modern methods, the whole berry was dried in the sun, which caused the outer part of the berry to become hard, after which it was removed by a pounding process. However, this method was later abandoned and the method now used most largely is a process by which the freshly picked berries are put through a pulping machine, into which they are carried by a stream of fresh water. This machine removes the outer coat, which is carried away by the water. The pulp floats on the top of this water after coming out of the machine and the coffee beans and the

gluey substance, etc., around it sinks to the bottom.
This is allowed to soften by fermenting in this water for about 48 hours, after which the gluey substance is removed by washing.
The two beans in each berry are still enclosed in their parchment wrapping and in this condition they are dried and made ready for the warehouse on the plantation. In the warehouse these beans in their parchment wrapping are split and then come to us ready for the roaster.

Great Care Taken in Roasting.
The roasting process is of the very utmost importance. To the average roaster it means very little, but if you should talk to the head roaster of the H. and H. company you would find that the art of roasting is a science.
Coffees contain a certain percentage of water. This must be taken into consideration by the head roaster. He must be able to decide the percentage of water contained in each roast placed in the roaster and roast accordingly—either by full heat at the start or by gradually heating the coffee to a point where all the water has been evaporated.

Roasting Process Must Be Seen.
To try and explain all the different intricacies of the roasting process would be impossible here, but the above will give you a general idea of what is necessary.

Cleaned Six Or Seven Times.
The cleaning process is also important and in our plant the cleaning of the coffee is given unusual consideration, it being cleaned six or seven times before and after being roasted, so that when it finally is placed in the

Great Deal of Work for Morning Cup

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