

# KCA Members Visit NY Board Of Trade Coffee Trading Floor And Grading Room

NEW YORK CITY — The Keystone Coffee Association arranged a rare opportunity for its members to witness at first hand the coffee trading process at the Coffee and Sugar Exchange at the New York Board of Trade, headquartered in the financial district of lower Manhat-

tan, on October 6.

The Keystone Coffee contingent, 13 strong, traveled in a chartered van from the Philadelphia area to New York City. Upon arriving downtown, the KCA members had the opportunity to visit the World Trade Center's Ground Zero and reflect on the terrorist attacks of September 11, 2001. That assault destroyed the NYBOT facility, and it now occupies space in the World Financial Center.

The KCA tour group's coffee trading education process began with an hour-long orientation, led by an executive from the Exchange, on the basics of trading. Participants learned what it takes to become a trader and to hold a seat on the Exchange. The speaker explained that trading can only take place when there is a seller to deliver the product and a buyer to take possession of it, even though the product itself often does not change.

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## KCA Holiday Meeting

PHILADELPHIA — Keystone Coffee Association will hold its annual Holiday Dinner Meeting on Thursday, December 9 from 5:00-9:00 PM at the Bala Golf Club here. Highlights of the festive event include tabletop exhibits featuring the latest items from OCS equipment and product suppliers, as well as the association's traditional participation in the U.S. Marine Corps Toys for Tots campaign. A relaxed cocktail hour and multi-course dinner will offer ample opportunity for networking and mingling. Members and non-members are welcome. Call KCA for more information at (215) 957-9717.



**BIG APPLE:** Gathering in lower Manhattan's historic financial district for Keystone Coffee Association tour of the coffee trading and grading process are (from left) New York Board of Trade coffee grader Steve Colten, Atlantic USA, and the Keystone Coffee Association delegation: Mike Vlahos, Lacas Coffee; Anthony Valerio, AVM Services (Oaks, PA); Mike Filoromo, Coin Caterers (Coatesville, PA) and daughter Meghan Filoromo; Cathie Miller, Thomas Miller Co. (Colmar, PA); Mary Beth Dudley, WaWa; Tom Miller, Thomas Miller Co.; KCA president Don Waters, Take A Break (Wilmington, DE); Bob Melikian, Automatic Brewers and Coffee Devices; honorary KCA member Mindi Christiansen; Clay Long, Lacas Coffee; Bonnie Natal, Bonnie Natal Inc.; and Doug Chase, Chase Sales Co. New York Harbor is the backdrop.

## BOARD OF TRADE COFFEE GRADER HOSTS KCA MEMBERS

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hands. The expert analyzed the current coffee market, and described how to interpret the coffee movement depicted by the boards on the trading floor. The speaker warned participants to expect chaos, and they then proceeded to watch the live trading process up close.

"We stood within five feet of the 'bull ring' on the actual floor. It was amazing to watch the hand motions, the shouting and the 'bullying.' It was the experience of my career," said KCA president Don Water, Take A Break (Wilmington, DE). "It was unbelievable how frantic the process is. It makes our worst day seem so calm. There is so much passion in the trading process."

Following a lunch break in an authentic New York City delicatessen, the 13 Keystone members moved on to the New York Board of Trade Coffee Grading Room, where NYBOT coffee grader Steve Colten of Atlantic USA, an importing company,

conducted a lesson on how green coffee is purchased, the grades to which each lot can be assigned and how that assignment is made. Participants were also treated to samples of coffees currently being graded.



Steve Colten, Atlantic USA, a New York Board of Trade coffee grader, provides a primer on coffee grades and how green beans are evaluated, and walks Keystone Coffee Association members through the grading process at NYBOT headquarters.



Lacas Coffee Co.'s Mike Vlahos, a KCA member and grader for the New York Board of Trade, explains coffee grading procedure to Cathie Miller, Thomas Miller Co. (Colmar, PA), as he cups samples currently being evaluated at the NYBOT.



Anthony Valerio, AVM Services (Oaks, PA), and Mike Filoromo, Coin Caterers (Coatesville, PA), examine coffee beans being proof-roasted to undergo rigorous grading process at New York Board of Trade Coffee Grading Room.