

# Shawn R. Steiman, PhD

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## Education

### **Oberlin College**, Oberlin, Ohio

Bachelor of Arts, May, 2000

Major: Biology

Minors: Chemistry, Psychology, Jewish Studies

### **University of Hawai'i at Mānoa**, Honolulu, Hawai'i

Master of Science, May, 2003

Major: Horticulture

Thesis: Method development for green coffee analysis and its possible application for group discrimination and correlation of green coffee chemistry with cupping quality.

### **University of Hawai'i at Mānoa**, Honolulu, Hawai'i

Doctor of Philosophy - August, 2008

Major: Tropical Plant and Soil Sciences

Dissertation: Shade coffee in Hawai'i: Quality, physiology, and biochemistry

## Languages spoken

- ☉ English; native language
- ☉ Hebrew; basic verbal mastery, able to read and write with minimal comprehension
- ☉ Spanish; some verbal mastery, able to read and write with some comprehension

## Employment History

- ☉ **2013 – present:** Owner, Co-founder, and Chief Science Officer, [Daylight Mind Coffee Company](#).
- ☉ **2008:** Postdoctoral Fellow, Department of Molecular Biosciences and Bioengineering, University of Hawai'i at Mānoa. Working to develop a method to authenticate a coffee's growing origin in Hawai'i using near infrared spectroscopy and solid phase microextraction-gas chromatography.
- ☉ **2007 – present:** Owner, [Coffea Consulting](#). Coffea Consulting promotes sustainability and quality through consulting and education services for coffee producers, roasters, retailers, and consumers.

## Activities

- ☉ Volunteer for Coffee Corps in Zambia, June, 2004
- ☉ Visited Finca Irlanda in Chiapas Mexico to observe coffee ecology research, July, 2005
- ☉ Judge, Kona Coffee Culinary Invitational, 2007
- ☉ Judge, Kona Signature Cup Barista Competition, 2007
- ☉ Judge, Kona Coffee Culinary Invitational, 2008
- ☉ Judge, KTA Super Stores Kona Coffee Recipe Contest/Big Island Showcase, 2008
- ☉ Member of SCAA committee: Technical edit/peer review committee
- ☉ Judge, Gevalia Kona Coffee Cupping Competition, 2010
- ☉ Judge, Ultimate Barista Challenge Hawaii, 2011
- ☉ Volunteered for Farmer-to-Farmer in Haiti, April, 2013
- ☉ Volunteered for Farmer-to-Farmer in Ethiopia, February, 2015
- ☉ Volunteered with [Haiti Coffee](#) as a conference speaker, March, 2015
- ☉ Judge, [Eddy Awards](#), 2016

## Organizations

- ☉ Specialty Coffee Association of America; member since 2008

## Academic Committees

- ☉ Andrew Bowles, University of Hawaii, M.S.

## Peer Reviewed Publications

- ☉ Steiman, S. R., Idol, T., and H. C. Bittenbender. 2007. [Analysis of kaolin particle film usage and its application on coffee](#). HortScience. 42(7):1605–1608.
- ☉ Steiman, S., Idol, T., Bittenbender, H.C., and L. Gautz. 2011. [Shade coffee in Hawai'i – Exploring some aspects of quality, growth, yield, and nutrition](#). Sci. Hortic. 128(2): 152-158.
- ☉ Rodrigues, C., Brunner, M., Steiman, S., Bowen, G., Nogueira, J., Gautz, L., Prohaska, T., and C. Máguas. 2011. [Isotopes as tracers of the Hawaiian coffee-producing regions](#). J. Agric. Food Chem. 59(18): 10239–10246.
- ☉ McLeod, R., Garland, M., Hale, R., Steiman, S., and R. Frew. 2013. [Determining the most effective combination of chemical paramaters for differentiating the geographic origin of food products- an example using coffee beans](#). J. Food Chem. Nutr. 1(2): 49-61.

## Books

- ☉ Steiman, Shawn. 2008. *The Hawai'i Coffee Book: A Gourmet's Guide from Kona to Kaua'i*. Watermark Publishing, Honolulu. 144 pages.
- ☉ Robert Thurston, Jonathan Morris, and Shawn Steiman, eds. 2013. *Coffee- A Comprehensive Guide to the Bean, the Beverage, and the Industry*, Rowman and Littlefield, Boulder, CO. 416 pages.
- ☉ Steiman, Shawn. 2015. *The Little Coffee Know-It-All: A miscellany for growing, roasting, and brewing, uncompromising and unapologetic*. Quarry Books. 128 pages.

## Publications

- ☉ Jackson, M. C., Steiman, S. R., Nagai, C. and C. G. Cavaletto. 2004. Green coffee chemistry and its possible application for group discrimination and correlation of cupping quality. 20<sup>th</sup> International Conference on Coffee Science, Bangalore, India. P 102-110.
- ☉ Steiman S.R., Gautz L.D., and M.C. Jackson. 2008. Discrimination of Coffee Freshness and Roast Level Using SPME-Gas Chromatography and Near Infrared Spectroscopy. 22<sup>nd</sup> International Conference on Coffee Science, Campinas, Brazil. P 102-110.
- ☉ Steiman, Shawn. 2009. [The Glory of Coffee](#). The Independent Voice. April.
- ☉ Steiman, Shawn. 2009. [Why Assess Coffee Quality](#). The Independent Voice. May.
- ☉ Steiman, Shawn. 2009. [How to Assess Coffee Quality](#). The Independent Voice. June.
- ☉ Steiman, Shawn. 2009. Coffee Cornucopia. *The Honolulu Star-Bulletin*. 24 June.
- ☉ Steiman, Shawn. 2009. Strategies for Coffee Exploration. *The Honolulu Star-Bulletin*. 24 June.
- ☉ Steiman, Shawn. 2009. Hawaii's Top Coffees Slug It Out at Inaugural Competition. *Fresh Cup Magazine*, September.
- ☉ Steiman, Shawn. 2009. Hawaiian Coffees Shine in Statewide Cupping Competition. *Barista Magazine*, August/September.
- ☉ Smith, V.E., S. Steiman, and C.R. Elevitch. 2009. [Farm and Forestry Production and Marketing Profile for Coffee \(\*Coffea arabica\*\)](#). In: Elevitch, C.R. (ed.). Specialty Crops for Pacific Island Agroforestry. Permanent Agriculture Resources (PAR), Holualoa, Hawai'i.
- ☉ Steiman, Shawn. 2010. [Cuppers Guide: Hawaii- Experiencing the Coffees of Hawaii](#). *Café Europa*, No. 39,

- Apr. P 12-16.
- ☉ Steiman, Shawn. 2010. [For Coffee Evaluation, Scores Don't Add Up](#). *Roast Magazine*, July/Aug. P 22-29.
- ☉ Steiman, Shawn. 2011. [Handling the cherry: The risks and rewards of processing cherries. Origin case Study: Hawaii](#). *Roast Magazine*, July/Aug. P 20-29.
- ☉ Steiman, Shawn. 2011. Hawaii researchers hope clay play will slow dreaded berry borer. *Fresh Cup Magazine*, Aug. P 20-21.
- ☉ Steiman, Shawn. 2011. [Kona Cherries in the Limelight](#). *HILuxury*, Oct/Nov. P 122-124.
- ☉ Steiman, Shawn. 2011. [Hawaiian Coffee Primer](#). *Barista Magazine*, Dec/Jan. P 39-43.
- ☉ Steiman, Shawn. 2012. [Taste the Rainbow State](#). *Fresh Cup Magazine*, Jan. P 29-33.
- ☉ Steiman, Shawn. 2012. [Kinda Kona](#). *The Honolulu Weekly*, Feb., 1. P 5.
- ☉ Steiman, Shawn. 2012. Cherry Notes. *Halekulani Living*, Spring/Summer. P 16-20.
- ☉ Steiman, Shawn. 2012. [Specialty Robusta: A revolution or a tragic mistake?](#) (modified version) *CoffeeTalk Magazine - State of the Industry 2013*, Dec.
- ☉ Steiman, Shawn. 2013. [Discussing Coffee Quality Assessment Strengthens the Industry](#). *CoffeeTalk Magazine – State of the Industry 2014*, Dec. Vol 26(12): P 62.

## Contracted Blogs

- ☉ Steiman, Shawn. 2012. [Specialty Robusta: A revolution or a tragic mistake?](#) (original text) The Coffee Store, 29 October.
- ☉ Steiman, Shawn. 2012. [Vacuum Pots: The science behind the method](#). Casa Brasil, 2 November.
- ☉ Steiman, Shawn. 2013. [The Mysteriously Vanishing, yet still available, Kona coffee](#). The Coffee Store, 24 February.

## Posters

- ☉ Shade coffee in Hawai'i – The impact of light on coffee quality; ASIC 2006
- ☉ Physiological response of coffee to different shading regimes; ASIC 2006
- ☉ Quality determination and group discrimination of shade grown coffee using solid phase microextraction; ASIC 2006
- ☉ Not All Shade is Created Equal. Reflections on Shade Management Based on Preliminary Studies from Hawai'i; Second International Symposium- Multistrata Agroforestry Systems with Perennial Crops, 2007
- ☉ Discrimination of coffee freshness and roast level using SPME-gas chromatography and near infrared spectroscopy; ASIC 2008
- ☉ Control of coffee berry borer (*Hypothenemus hampei*) and increase of coffee yields using Surround WP (kaolin); ASIC 2012

## Selected Public Presentations

- ☉ Coffee production in Hawai'i; Ka'ū Coffee Growers Association, Oct 2006
- ☉ Coffee quality- what it is and how we measure it; Kona Coffee Cultural Festival, 2006
- ☉ Coffee growing basics - maintaining quality and value from tree to green bean/cup; Kona Coffee Cultural Festival, 2006
- ☉ Coffee quality and the roast; Coffee quality workshop, Kona, Hawai'i, March 2007
- ☉ Discrimination of coffees by origin and shading regime using brewed coffee aroma and solid phase microextraction; CTAHR student symposium, April 2007
- ☉ Cupping- Why, What and How; Ka'ū Coffee Growers Association, July 2007
- ☉ Shedding Light on Shade Grown Coffee in Hawai'i; Kona Coffee Cultural Festival, 2007
- ☉ Cup Quality After the Farm; Kona Coffee Cultural Festival, 2007
- ☉ Exploring Coffee Myths with Science; SCAA 20th Annual Exhibition and Conference, 2008
- ☉ Coffee basics- Growing, processing and consumption; Practical Agriculture for Hamakua, 2008
- ☉ Roasting 101; Kona Coffee Cultural Festival, 2008
- ☉ Ethical Coffees; ING Direct café, Feb 2009
- ☉ Ka'ū Industry Briefing, Science and Quality; Ka'ū Coffee Festival, 2009

- ☉ Coffee Processing demonstration and cupping; Kona Coffee Cultural Festival, 2009
- ☉ Coffee Brewing Methods (included demonstration); Kona Coffee Cultural Festival, 2009
- ☉ Coffee Appreciation 101 (included demonstration); Kona Coffee Cultural Festival, 2009
- ☉ Roasting and Coffee Quality: a seminar and demonstration; Brewalalai Kona Coffee Bar, January 2010
- ☉ Coffee Nutrition- a mini lesson; Ka'ū Coffee Festival, 2010
- ☉ Tales of coffee: The Hawai'i adventure; The Hawai'i Botanical Society, November 1, 2010
- ☉ Incestuous blending: one coffee roasted different ways- a seminar and demonstration; Brewalalai Kona Coffee Bar, November 2010
- ☉ Coffee in Hawai'i: from commercial farms to your backyard; Foster Botanical Garden, April 2, 2011
- ☉ Coffee Evaluation – revisiting an old friend; 2011 SCAA Symposium, April 27, 2011
- ☉ Coffee in Hawai'i: worth the price and better than you think; The Pacific Club's Distinguished Speaker series, May 11, 2011
- ☉ The Hawai'i Coffee Industry – from seed to cup; Coffee Fest Hawaii, July 10, 2011
- ☉ Effect of roasting on cup quality; Puerto Rico Coffee Expo, October 7, 2011
- ☉ Protecting coffee – why and how; GoTrace 2011, November 1, 2011
- ☉ Introduction to coffee appreciation (with tasting); The Associated General Contractors of America Annual Convention, March 15, 2012
- ☉ Why does coffee taste that way and other things we don't know; Nerd Nite Honolulu, November 13, 2013
- ☉ From the farm to the roaster: Factors that influence coffee's taste; SCAA The Event, April 26, 2014
- ☉ Coffee quality: What it is and how do we measure it; SCAA The Event, April 10, 2015
- ☉ Factors influencing coffee's taste; 13<sup>th</sup> Coffee Critic Association Symposium, January 4, 2016
- ☉ Coffee: More than a caffeinated beverage; American Culinary Federation ChefConnect Hawaii, April 5, 2016
- ☉ Coffee farming essentials; SCAA The Event, April 17, 2016

## Academic Presentations

- ☉ Shedding light on shade grown coffee; Oberlin College, October 2007
- ☉ Coffee – Is it really so complicated?; U of Hawai'i, ANTH 27: Food, Health and Society 17 Mar 2010
- ☉ About coffee and human health; U of Hawai'i, ANTH 425: Medical Anthropology 25 June 2010

## Media Appearances

- ☉ [Coffee](#); Hawai'i Public Radio's "Business Beyond the Reef," 13 May 2008
- ☉ The Hawai'i Coffee Book with Shawn Steiman. KGMB9 News, 19 Nov 2008.
- ☉ Coffee Lovers Bypass Coffee Shops and Brew at Home. Obra, Joan. *The Fresno Bee*. 9 June 2009.
- ☉ Leif, Dan. 2009. [Hawaii Cupping Aims to Showcase Coffee Beyond Kona](#). *Fresh Cup Magazine*, online article. 9 July.
- ☉ 2009 Hawaii State Farm Fair: Coffee and Abalone. *KGMB9 News*, 17 July.
- ☉ [Live at the Hawaii State Farm Fair](#). *Hawaii-arukikata web magazine*, 19 July 2009.
- ☉ Coffee Author featured at Women's Expo. *KHNL8 News*, 8 Sept 2009.
- ☉ Berusch, Brian. 2009. [Hawaii's Coffee Doctor to Give Education talks](#). *B on Hawaii*, 3 Nov.
- ☉ Wu, Nina. 2009. Beyond Kona Coffee; *The Honolulu Star Bulletin*, 22 Nov.
- ☉ Paiva, Derek. 2009. [Taste of Paradise: Kona in a Cup](#); *Hawai'i Magazine*, January/February, Vol 27, Issue 1.
- ☉ [Blended coffee disadvantages Kona growers, disputed study finds](#); *SCAE news update*, 21 February 2010.
- ☉ Engle, Erika. 2010. Barista wins first place with Hawaii-grown coffee; *The Honolulu Star Bulletin*, 4 March.
- ☉ Jensen, Chelsea. 2010. [Blenders refute coffee study](#); *West Hawaii Today*, 10 March.
- ☉ Leong, Lavonne. 2010. [Farm to Table: Coffee](#); *Honolulu Magazine*. July. P 36 (begin).
- ☉ Oshiro, Joleen. 2010. [A World Class Brew](#); *Honolulu Star-Advertiser*. 14 July.
- ☉ Katz, Jesse. 2010. [Adventures in Coffee Land](#); *Hana Hou Magazine*. Vol 13, Issue 5, Oct/Nov. P 56-69.
- ☉ Stanton, Karin. 2010. [Buddah's Cup tops at Kona Coffee Cupping Competition](#); *Hawaii 24/7*. 12 Nov.
- ☉ Levine, Michael. 2010. [Coffee Beetle Leaves State Seeking Quick Fix](#); *Honolulu Civil Beat*. 16 November.
- ☉ Bushman, Tavaner. 2010. [What's brewing? Seeking science in the cup](#); *Medill Reports*. 3 December.
- ☉ Toth, Catherine. 2011. [Cat Chat 14: Coffee Geeks](#); *NonStop Honolulu*. 9 February.
- ☉ Harmon, Anna. 2011. [The Best Part of Waking Up](#); *The Honolulu Weekly*. 8 June.
- ☉ Oshiro, Joleen. 2011. [Island Brews: A new spot downtown bills itself as a "microbrew" cafe with Hawaii coffees](#); *The Honolulu Star-Advertiser*. 13 July.

- ☉ Pendergrast, Mark. 2011. [Hawaii: Kona and More](#); *Wine Spectator*. 15 December.
- ☉ Harlib, Leslie. 2011. [Marin Dining: Sampling a festival of coffee in paradise](#); *Marinscope Community Newspapers*. 16 November.
- ☉ Fuhrmann, Mike. 2013. [Gourmet Kona coffee creates tourism buzz in Hawaii with farm tours, tastings](#); *The Winnipeg Free Press*. 18 January.
- ☉ Bly, Laura. 2013. [Hawaii's Big Island brews a cup of paradise](#); *USA Today*. 25 January.
- ☉ Interview on "The Midday Show" with Allan Alvarez, [Part 1](#) & [Part 2](#); *Pinoy Power Radio*. 22 February 2013.
- ☉ NBC's "The Today Show", [Taste-testing Hawaiian coffee, Mai Tais](#). 20 May 2013.
- ☉ Shin, Nara. 2014. [Daylight Mind Coffee Company](#); *Cool Hunting*. 2 January.
- ☉ Allen, Sarah. 2014. [10 Minutes with Shawn Steiman](#); *Barista Magazine blog*. 14 January.
- ☉ Clayton, Liz. 2014. [Is Shade-Grown Coffee Better?](#); *Serious Eats*. 29 January.
- ☉ Vershinin, Maxim. 2014. [Retailer/Roaster Profile](#); *Coffee Talk*. 14 May.
- ☉ Morgan, Paul. 2014. [Mobile Joe's Brand Show #9 2014](#); Mobile Joe's Brand. 8 May.
- ☉ Charisma, James. 2014. Profiles: [Shawn Steiman, Dr. Coffee](#); [Abstract Magazine](#); December.
- ☉ Taylor, Marygrace. 2015. [How to make the perfect French press coffee](#); Greatist.com. 13 April.
- ☉ Lethem, Chris. 2015. [Spilling the beans on Coffee with Dr. Shawn Steiman](#); *The Economy and You*. 15 July.
- ☉ Lucas, Eric. 2015. [Island Brews](#). *Alaska Beyond*. November. P 102-118.
- ☉ Gentile, Dan. 2016. Thrillist. [USA-Grown Coffee Is Here. But Will Anyone Drink It?](#) February.
- ☉ G-Lounge interview, Arirang TV. 2016. [Dr. Steiman, a coffee scientist](#). 31 January.
- ☉ Wolfe, Pierre. 2016. Americas Dining and Travel Guide. 15 May.
- ☉ Fawcett, Denby. 2016. [Move Over, Mr. Coffee, The Third Wave Has Arrived](#). 4 October.

## Modeling

- ☉ Georgia Coffee; Gotica advertisements, including [a TV commercial](#), 2015.
- ☉ Georgia Coffee; Gotica advertisements, including [a TV commercial](#), 2016.

## Certifications and Awards

- ☉ Licensed Q-grader; May 2011, not renewed.

## Grants Received

- ☉ Establishment of a chemical database of Hawaiian coffees for origin authentication using gas chromatography and near infrared spectroscopy; Hawaii Farm Bureau Federation, \$65,825.
- ☉ Control of Coffee Berry Borer and increase of coffee yields using Surround WP (kaolin); Western Sustainable Agriculture Research and Education, \$47,648