

Shawn R. Steiman

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Coffee Blog: www.roaste.com/CafeRoaste/CoffeeBlogs/shawn

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
- ☉ Spanish; some verbal mastery, able to read and write

Employment History

- ☉ **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, worked on a smallholder shade coffee project, 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 2 task forces for the Technical Standards Committee of the SCAA: training class vetting and statistics.
- ☉ Judge, Gevalia Kona Coffee Cupping Competition, 2010
- ☉ Judge, Ultimate Barista Challenge Hawaii, 2011

Organizations

- ☉ Specialty Coffee Association of America; member since 2008
- ☉ Hawaii Coffee Association; member since 2009

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. doi:10.1016/j.scienta.2011.01.011.
- ☉ 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. doi: 10.1021/jf200788p.

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. 20th International Conference on Coffee Science, Bangalore, India. P 102-110.
- ☉ **Steiman, Shawn**. 2008. *The Hawai'i Coffee Book: A Gourmet's Guide from Kona to Kaua'i*. Watermark Publishing, Honolulu. 144 pages.
- ☉ **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. 22nd International Conference on Coffee Science, Campinas, Brazil. P 102-110.
- ☉ **Steiman, Shawn**. 2009. The Glory of Coffee. *The Independent Voice*. April. <http://www.konacoffeefarmers.org/docs/newsletter-0409.pdf>
- ☉ **Steiman, Shawn**. 2009. Why Assess Coffee Quality. *The Independent Voice*. May. <http://www.konacoffeefarmers.org/docs/newsletter-0509.pdf>
- ☉ **Steiman, Shawn**. 2009. How to Assess Coffee Quality. *The Independent Voice*. June. <http://www.konacoffeefarmers.org/docs/newsletter-0609.pdf>
- ☉ **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. http://agroforestry.net/scps/Coffee_specialty_crop.pdf
- ☉ **Steiman, Shawn**. 2010. Cuppers Guide: Hawai'i- Experiencing the Coffees of Hawaii. *Café Europa*, No. 39, Apr 2010. 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*, P Jan. 29-33.

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

Selected Public Presentations

- ☉ Coffee production in Hawai'i; Ka'u 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'u 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'u Industry Briefing, Science and Quality; Ka'u 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'u Coffee Festival, 2010
- ☉ Tales of coffee: The Hawai'i adventure; The Hawaii 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

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.
- ☉ Hawaii Cupping Aims to Showcase Coffee Beyond Kona. Leif, Dan. *Fresh Cup Magazine*, online article. 9 July 2009. http://www.freshcup.com/news_events_details.php?id=64
- ☉ 2009 Hawaii State Farm Fair: Coffee and Abalone. KGMB9 News, 17 July 2009.
- ☉ Live at the Hawaii State Farm Fair. Hawaii-arukikata web magazine, 19 July 2009. <http://web2.hawaii-arukikata.com/tabid/56/EntryId/57/.aspx>
- ☉ Coffee Author featured at Women's Expo. KHNL8 News, 8 Sept 2009.
- ☉ Hawaii's Coffee Doctor to Give Education talks. Berusch, Brian. B on Hawaii, 3 Nov 2009. <http://www.bonhawaii.com/hawaiis-coffee-doctor-give-educational-talks-kona>
- ☉ Beyond Kona Coffee; Wu, Nina. The Honolulu Star Bulletin, 22 Nov 2009.
- ☉ Taste of Paradise: Kona in a Cup; Paiva, Derek. Hawai'i Magazine, January/February 2010, Vol 27, Issue 1. http://www.hawaiimagazine.com/blogs/hawaii_today/2010/3/22/Kona_coffee_Hawaii_closer_look
- ☉ Blended coffee disadvantages Kona growers, disputed study finds; SCAE news update, 21 Feb 2010. <http://scae.com/news/258-blended-coffee-disadvantages-kona-growers-disputed-study-finds.html>
- ☉ Barista wins first place with Hawaii-grown coffee; Engle, Erika. The Honolulu Star Bulletin, 4 Mar 2010.
- ☉ Blenders refute coffee study; Jensen, Chelsea. West Hawaii Today, 10 Mar 2010. <http://www.westhawaii.com/articles/2010/03/10/local/local04.txt>
- ☉ Farm to Table: Coffee; Leong, Lavonne. Honolulu Magazine. July 2010. P 36 (begin)
- ☉ A World Class Brew; Oshiro, Joleen. Honolulu Star-Advertiser. 14 July 2010. http://www.staradvertiser.com/features/featuresstories/20100714_A_world-class_brew.html
- ☉ Adventures in Coffee Land; Katz, Jesse. Hana Hou Magazine. Vol 13, Issue 5, Oct/Nov, 2010. P 56-69. <http://www.hanahou.com/pages/Magazine.asp?Action=DrawArticle&ArticleID=907&MagazineID=58>
- ☉ Buddah's Cup tops at Kona Coffee Cupping Competition; Stanton, Karin. Hawaii 24/7. November 12, 2010. <http://www.hawaii247.com/2010/11/12/buddhas-cup-tops-coffee-at-kona-coffee-cupping-competition/>
- ☉ Coffee Beetle Leaves State Seeking Quick Fix; Levine, Michael. Honolulu Civil Beat. 16 November 2010. <http://www.civilbeat.com/articles/2010/11/16/6538-coffee-beetle-leaves-state-seeking-quick-fix/>
- ☉ What's brewing? Seeking science in the cup; Bushman, Tavaner. Medill Reports. 3 December 2010. <http://news.medill.northwestern.edu/chicago/news.aspx?id=174890>
- ☉ Cat Chat 14: Coffee Geeks; Toth, Catherine. NonStop Honolulu. 9 February 2011. <http://www.nonstophonolulu.com/blogs/thedailydish/cat-chat-14-coffee-geeks/>
- ☉ The Best Part of Waking Up; Harmon, Anna. The Honolulu Weekly. 8 June 2011. <http://honoluluweekly.com/restaurants/2011/06/the-best-part-of-waking-up/>
- ☉ Island Brews: A new spot downtown bills itself as a "microbrew" cafe with Hawaii coffees; Oshiro, Joleen. The Honolulu Star-Advertiser. 13 July 2011. http://www.staradvertiser.com/features/featuresstories/20110712_Island_brews.html
- ☉ Hawaii: Kona and More; Pendergrast. Wine Spectator. 15 Dec 2011. <http://www.winespectator.com/magazine/show/id/45928>.
- ☉ Marin Dining: Sampling a festival of coffee in paradise; Harlib, Leslie. Marinscope Community Newspapers. 16 Nov 2011. <http://marinscope.com/articles/2011/11/16/all/lifestyles/doc4ec4301054e40010347560.txt>

Certifications and Awards

- ☉ Licensed Q-grader; May 2011.

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