

# Shawn R. Steiman

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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
- ☉ 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. 20<sup>th</sup> 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. 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. <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](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*, Jan. P 29-33.
- ☉ **Steiman, Shawn**. 2012. Kinda Kona. *The Honolulu Weekly*, Feb., 1. P 5. <http://honoluluweekly.com/diary/2012/02/kinda-kona/>

## 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'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 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
- ☉ Introduction to coffee appreciation (with tasting); The Associated General Contractors of America Annual Convention, March 15, 2012

## 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](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](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](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](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