

Subtropical coffee gets a new image

By MEL MCMILLAN

Rural Reporter

COFFEE connoisseurs across the region should be on the look-out for the Australian Subtropical Coffee Association's new logo on locally-grown coffee products.

The logo is a highly stylised image of a coffee bean. Its colours represent the cherry's red outer skin, the yellow parchment which coats the beans within and the brown coffee bean.

"The logo is a guarantee it is a local product - 100 per cent locally-grown in subtropical conditions," association president Jos Webber said.

The subtropical coffee-growing region extends from Noosa, in Queensland, to Coffs Harbour and as far west as Kyogle.

However, most growers are concentrated in the Byron Bay hinterland.

About 15 of the association's 50 members are now carrying the logo on their products

The association is encouraging its members to help build consumer



NEW LOGO: Jos Webber, president of the Subtropical Coffee Association, enjoying a coffee at his Teven coffee plantation.

Picture: JACKLYN WAGNER

recognition of the logo by using it on their packaging.

Mr Webber said the logo was a sticker, so packaging does not need to be redesigned.

He said he hoped its use would encourage new membership for the association because the

logo could not be used by non-members.

The logo was launched by the association at last week's North Coast National in Lismore.

"It was a great success," Mr Webber said.

At the show, the association ran a stand brewing and serving subtrop-

ical coffee. Every two hours the brand of coffee was switched.

Mr Webber said subtropical coffee was unique, due to the region's long growing season.

"It has a mild and sweet flavour and lacks bitter-

ness," Mr Webber said.

The next meeting of the association will be held on November 17 at the Lismore Workers Club at 6.45pm.

To find out more about the association visit www.astca.org