

DATERRA FARMING MASTERS

GENERAL INFORMATION

Daterra Farming Masters 2019 will happen during Coffee Expo trade show in Boston, USA, on April 12th, 13th and 14th. The participants should be available during all show days to participate on the competition.

The competition will take place exclusively at the Daterra Booth #1055, located at the 2019 Coffee Expo showfloor.

OBJECTIVE

The objective of Daterra Farming Masters is to approximate the competitors and general public to coffee farming, showcasing the different decisions involved in the production of high quality coffees.

COMPETITION SUMMARY

Competition will be divided in two rounds: Round One and Finals Round.

A. ROUND ONE

The round one will be split across April 12th and 13th, with 9 participants competing on April 12th and 9 participants competing on April 13th. The schedule will be made available prior to the event. During each round, 3 participants compete simultaneously.

B. FINAL ROUND

The final round will take place on April 14th and consists of one challenge, being only the six finalists selected on previous round allowed to join.

C. All competition challenges are inspired by everyday decision-making processes of a coffee farm.

D. The MC will present each challenge and due time to complete it on stage.

E. Competitors will be provided by the competition organization with all materials to compete on each round.

F. Each round is expected to have the duration of 45 minutes. Within that time participants will execute the challenges proposed by the competition.

COMPETITORS' ORIENTATION MEETING

Prior to the start of the Daterra Farming Masters, a Competitor Orientation Meeting will take place. This meeting is mandatory for all competitors. During this meeting the competition organization will make announcements, explain the competition flow, cover the competition schedule. This will be an opportunity for competitors to ask questions and concerns to the organization of the competition.

If a competitor does not attend to the orientation meeting, they are subject to disqualification.

Orientation Meeting will take place on April 11th. Exact place and time to be announced. Competitors should plan to be in Boston on that date.

RULES

A. PUNCTUALITY

Each competitor should be at the competition at least 15 minutes prior to their scheduled time.

Competition schedule will be emailed to all competitors prior to the competition. Competitors should confirm if they received the communication.

Any competitor who is not onsite at the start of their competition time will be disqualified.

B. TIME

All challenges should be finished inside the time limit assigned to it. At the end of the time count, all competitors must cease all actions. In case of draw, the faster competitor will be in advantage.

C. SCOREKEEPING

The official scorekeepers are responsible for keeping all scores confidential.

D. RESULTS

After Round One, the finalists will be announced on April 13th, at the end of the show day.

The announcement will take place at the Daterra booth #1055, and be posted later on Daterra's Social Media.

It is the responsibility of the competitor to inform themselves about results. The competition management team will not contact each competitor individually to announce results.

Final scores will only be informed at the end of the whole competition.

CONDITIONS OF PARTICIPATION

A. Participants should be in Boston, MA, USA during the following dates: April 11th, 12th, 13th and 14th. Competitors must be available during those dates to participate on the meetings, announcements and their assigned competition rounds. Schedule to be announced.

B. Competitors should fill up the application form on the link below:

<https://goo.gl/forms/WcJ7g6HOW9k3tckl1>

Daterra will select 18 applicants to compete on the 2019 Daterra Farming Masters based on the answers provided.

After being selected competitors will be contacted via email by Daterra team to confirm their interest in participate.

C. Competitors are responsible for their own expenses related to the competition, including, but not limited to, travel and accommodation needs, event entrances, transportation, etc.

Daterra and Farming masters Organization committee are not liable for any of the competitor's expenses.

D. COMPETITOR QUESTIONS

All competitors are responsible for comprehensive knowledge of the Daterra Farming Masters Rules and Regulations.

Questions can be directed to daterracoffee@daterracoffee.com.br.

Competitors are encouraged to ask questions prior to arriving at the Daterra Farming Masters. Competitors will also have the opportunity to ask questions during the official competitors meeting held prior to the start of the competition.

PRIZES

A. Prize list

1st Place

- Trip to Daterra farms, during the Barista Experience Week, with expenses covered (airplane tickets in economy class, accomodation, meals and domestic transportation).
- One Penta Box of an exclusive MASTERPIECES by Daterra nanolot, weighing 53,25 lb.
- Trophy - customized Koar brewer.

2nd Place

- One Penta Box of an exclusive MASTERPIECES by Daterra nanolot, weighing 53,25 lb.
- Trophy - customized Koar brewer.

3rd Place

- Trophy - customized Koar brewer.

B. Claiming prizes

Trip to Daterra

The first place prize, which is the trip to Daterra farms, will happen in July 2019, during the Barista Experience week. A week when the finalists of The World Barista Championship are invited to be at Daterra, learning about the farming processes and engaging in special educational activities.

In order to claim this prize, the winner should be available during the week of the Daterra Barista Experience, in July 2019 - final dates to be announced. The trip cannot be rescheduled to another date, in case the champion is not available on those dates.

Daterra will cover the following expenses related to the trip: international flight tickets, domestic flight tickets to the farm, domestic transportation, meals and accommodation during the program with Daterra.

If the winner is required a visa to enter Brazil, he/she should arrange it at his/her own expense.

Daterra Penta Boxes

The Penta Boxes containing MASTERPIECES by Daterra nanolots, awarded to the first and second places, should be shipped to the champion's best address through courier or using one of the Daterra logistics connections around the world. Daterra's Logistics team will contact the champion to define details about the shipment.

Trophys - Koar Brewer

The Koar Brewers will be handed to the winners on stage during the champions announcement.

ORGANIZATION

The Daterra Farming Masters is a competition promoted by Daterra Coffee.