

# 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

## 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 parameters 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 Kona'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), Holoaloa, 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 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
- ☯ 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

## 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. Alaska Beyond. [Island Brews](#). November. P 102-118.

## Modeling

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

## 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