



Cooee Coffee Co

**100% AUSTRALIAN
GROWN, OWNED
AND ROASTED**

Written by Karen Hughes-Field
Wildflower Business Consulting
Photos provided by Cooee Coffee Co

Whether it's the classic espresso, a flat white, or a frothy cappuccino, it's fair to say that Australians are obsessed with coffee. In fact, 75% of Aussies drink at least one cup of coffee per day.

Are you one of them? have you ever taken a moment to consider where your coffee comes from, where and how it's grown, and by who it's farmed and owned?

Cooee Coffee Co is a Sunshine Coast boutique business calling out a 'Cooee' to gather coffee lovers near and far to reveal one of Australia's best-kept secrets.

A 100% Australian, grown, owned, and roasted coffee industry quietly waiting to be experienced and explored.

The online marketplace, created by Brad and Richelle Robinson, is **the** one-stop-shop for Australian coffee farmers, and coffee connoisseurs to connect, learn and lean into the opportunity to purchase and enjoy Australian coffee. A coffee that is rare, unique, and beautifully sustainable as it goes straight from crop to cup!

They are also using the marketplace as a platform to shine a light on what it means to buy local. Where every dollar spent stays here in Australia, circling back to the farmers, their workers, their families, their communities, and their regions.

Helping Aussies to understand that every local purchase has a ripple effect, ultimately



strengthening the base of our communities our connection, and our country.

Cooee Coffee Co has been a journey in the making. And like most journeys, they start with a single step.

In 2015 Brad was involved in a horrifying workplace injury resulting in a crush fracture of his T5 vertebrae. In a single moment, life had forever changed for this family of five.

Brad endured years of excruciating physical pain as he navigated the slow and gruelling healing process of his body and was consumed by mental anguish as he tried to find a path forward and figure out how he would continue to provide for his young family.

It was a very difficult time for everyone involved, but lessons were learned, and the family's mantra became 'never give up' and 'take life as it comes' as some of the most challenging experiences can also hold the biggest blessings.

Eventually, a new path was revealed when in 2021, nearing the end of Brad's recovery, the couple were gifted their first espresso machine.

Passionate about supporting local, Richelle went online to search for Australian coffee. To her surprise, she found it extremely difficult to find any coffee that could tick ALL the boxes of being: 100% grown, owned, and roasted here in Australia.

There appeared to be many shades of grey, as one coffee might be grown overseas and roasted in Australia, and another might be grown in Australia but owned overseas.

It felt confusing and complicated, and the couple wondered why no one had attempted to make it easier for people to find and purchase coffee that was 100% Australian.

With peaked interest, their extensive search continued and began to reveal well-established coffee farms and roasters dotting the landscapes of tropical north QLD, around the towns of Mareeba and Atherton, as well as the subtropical landscapes of northern NSW, in the Byron Bay Hinterland.



Curious and inspired, Brad and Richelle decided to visit the farmers and growers in both regions, the internal seed for Coeee Coffee Co was planted.

They were amazed to see the beautiful coffee plantations and even more enthused to see how passionate the farmers were about sustainable agricultural principles.

Many of the farms were using renewable power, erosion control, integrated pest management, water conversion, and dual cropping and many of the farms were multigenerational where the passion for planting continued and the families carried on the traditions of stewarding the land.

Brad and Richelle quickly learned that along with the unique growing climate, the ethical and sustainable farming practices of the Australian coffee industry are what set it apart from overseas competitors.

The learning journey continued as the couple began to taste and discover the two different regions and how each region presented distinctly different flavour profiles due to their different terroir, climate, and soil environments.

In northern NSW, where the climate is cooler, the ripening season for Arabica coffee is longer, bringing out distinctive sweet notes and nuances of lovely chocolatey flavours.

And by contrast, where the climate is warmer in the tropics of Atherton Tablelands, the flavours are deliciously nutty, more subtle, and even earthy.

Australian-grown coffee has an ultra-smooth taste because both regions are perfectly suited to growing coffee.

In fact, the micro-climate is so perfect there are simply no major pests or diseases, so the coffee is grown without the use of chemicals in a completely stress-free and natural environment, making Australian coffee one of the smoothest, cleanest, and most naturally produced coffees in the world!



The result is a delicious coffee with a medium body that is naturally lower in caffeine. Still packed with plenty of 'get up and go' but much easier on both the nervous and digestive systems.

There are noticeable notes of caramel and milk chocolate with a natural sweetness, so less need to add a sweetener, holding a stronger yet less bitter taste than most coffee grown overseas.

It is a known fact that the international coffee trade has long been plagued with problems. Impacts on planet and people with the exploitation of growers and workers being two of the biggest issues.

While Fairtrade Certification goes a long way to addressing these concerns, buying coffee grown locally, ethically, and sustainably addresses them all.

Brad and Richelle felt they had made a legendary discovery. Australian farmers, growing exceptional coffee, that is as good for the planet as it is for the people.

The seed for Coeee Coffee Co began to germinate, and the marketplace for purchase and delivery of this rare and unique coffee commodity was created within months of cultivating the concept.

With a deep respect for the traditional owners of Australian Country and culture,

Coeee Coffee Co collaborated with indigenous artist Brad Hore to design the beautiful artwork and story for their products and packaging.

The story is about connection, and the collective and conveys the unity between Country, Coeee Coffee Co, the Australian coffee industry, and the consumers.

The story is proudly featured through their online marketplace and their branding and guides them as they continue their journey.

They are deeply passionate about continuing to find ways to come together in community, as Australians.



**Sharing Story by
Dunghutti Custodian
Brad Hore**

"In Aboriginal culture our connection is collective. We connect as a peoples, we share as a mob, we practice our law as custodians of this land we all call Australia.

We live from what our land provides us with and respect how our countries collide. Sharing story is how we connect, we share it over coffee, over gatherings of people and food.

Cooee Coffee Co carries these stories from the land to each farmer and from each plantation to pot.

The 4 stories created in this painting amplify how as a collective culture we all connect in the middle, sharing what we have together.

Two stories represent how different countries cultivated by different farmers creates a unique product to that land.

That product is produced using earth, water and hard work together. Another story shows the brand is connected to Aboriginal land with the wambuyn (kangaroo) tracks and the other shows how the sun is a life force for our peoples.

It is shared by all, building and nourishing the land on which we link with others."

Still considering themselves a start-up, Cooee Coffee Co is sprouting and have their sights set high with a vision of expanding the current marketplace to include more farmers.

Beyond being the bridge from crop to cup, Brad and Richelle are equally passionate about sustainability in business and encouraging Aussies to buy local.

Taking a keen interest in roasting, they have recently innovated by blending and roasting the coffee from the two distinct regions of QLD and NSW which will be a first of its kind and has produced a truly unique and delicious blend.



As the business continues to grow Brad and Richelle admit that their sole purpose for being in business is to give back, to find ways to create positive change, and to impact others in positive ways.

With core values of integrity, ethics, and sustainability, Cooee Coffee Co, guarantees that every beautiful bean sold, is Aussie grown, Aussie owned, and Aussie roasted, when sent to your home.

You can find Cooee Coffee Co at www.cooeecoffeeco.com.au and in person at the Yandina and Caloundra markets working hard to bring this exceptional coffee commodity to the coffee lovers of Australia and educating everyday Australians on what it really means to buy local, and have a positive impact on people and place.

By Karen Hughes-Field
Wildflower Business Consulting



www.cooeecoffeeco.com.au