



IAGIKI COFFEE

5 Common Mistakes New Roasters Make When Buying Green Coffee

...and how to avoid them

By IAGIKI COFFEE

1. Buying Coffee Without a Clear Plan

The mistake: Choosing coffees based on what's available from the first possible source or what sounds exciting, without aligning with your roast style or customer base.

Avoid it: Define your target flavor profile, audience, and price range before sampling or buying green coffee.

2. Overbuying Too Soon

The mistake: Ordering too much green coffee early on — leading to quality loss, storage issues, or cash flow strain.

Avoid it: Start small. Prioritize freshness. Scale volume only as demand grows consistently.

3. Misunderstanding Pricing & Terms

The mistake: Confusion over FOB (from origin) vs spot (in continent) prices, minimum orders, or not factoring in shipping & VAT, weight loss during roasting!

Avoid it: Learn trade terms and always clarify for yourself final landed (at your roastery) costs before committing to a purchase.

4. Not Cupping or Evaluating Samples Properly

The mistake: Skipping cupping or relying only on notes for ordering coffee first time.

Avoid it: Cup every lot (even blends) if possible before buying it for the first time. If you're unsure how to evaluate coffee, get guidance early.

5. Poor Storage Conditions

The mistake: Leaving green coffee in overly humid, hot, or unstable environments.

Avoid it: Store coffee in a cool, dry, and stable location. Rotate stock regularly to maintain quality and freshness.

Want to Start Off Right?

At IAGIKI COFFEE, I help new roasters avoid these and other pitfalls and build smart sourcing habits from day one.

Let's chat → [Book first free call!](#) Or send me an email mt@iagikicoffee.com



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