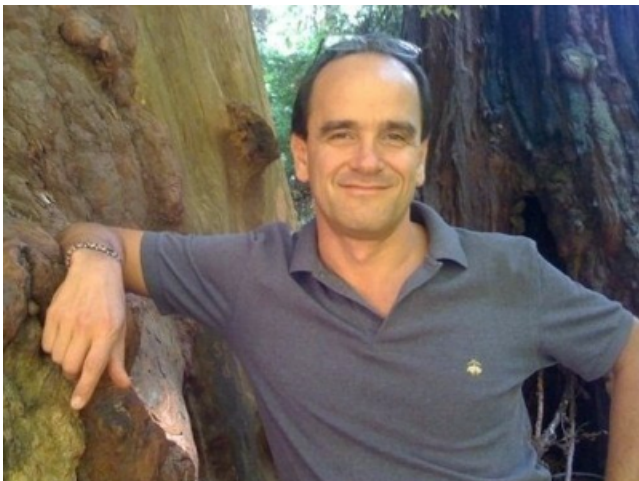
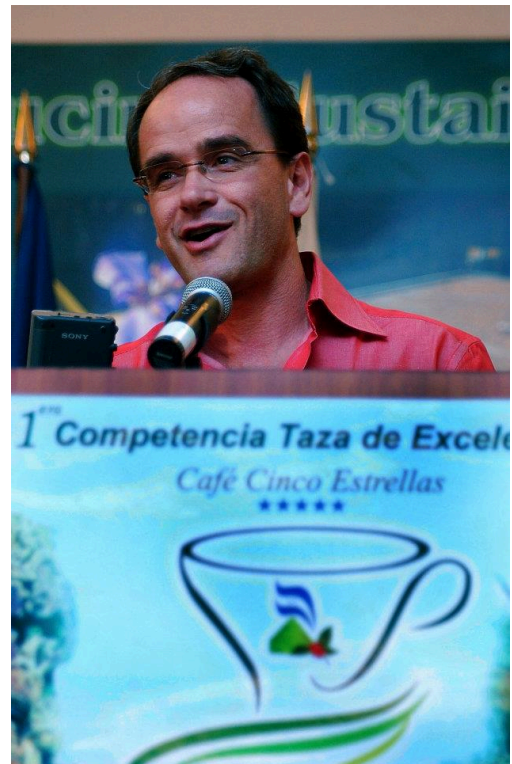


Willem Boot founded Boot Coffee Consulting in 1999 with the fundamental objective to improve coffee quality standards. He roasted his first batch of coffee at the age of 14 and obtained a masters-degree in business economics at the University of Amsterdam. During the 1990's, Willem was co-owner of the family's coffee company "The Golden Coffee Box" which is now a leading specialty business in The Netherlands. As a quality and strategic marketing consultant, Willem has been managing various coffee development programs in countries like Ethiopia, El Salvador, Colombia, Panama and Honduras. He has been a lead trainer of the "Q" program and at many international roasting and cupping courses. Since 2004, Willem wrote more than thirty articles and essays for international coffee publications. He performed economic studies for the InterAmerican Development Bank, World Bank and USAID. He was head judge for the Cup of Excellence in Honduras and Nicaragua and at coffee competitions in Ethiopia, Panama and Papua New Guinea. Every year he donates time to non-profit causes and he completed many assignments for the Coffee Corps. In 2005 Willem started the educational subsidiary of Boot Coffee. Courses in cupping and roasting techniques are offered to industry professionals at the coffee studio in Mill Valley, CA and now also online through



the world's first elearning hub for coffee professionals. As a consultant to roasting companies, Willem assisted with the startup and expansion of numerous coffee roasting operations around the world. In 2006, he started developing coffee farms in Panama: Finca La Mula (2006) and Finca Sophia (2010); overall more than 35,000 Geisha trees were planted. Last but not least, Willem has been involved in groundbreaking research and development work to discover the source of Geisha coffee and to develop a 400 ha. coffee estate in the far west of Ethiopia, near the town of Gesha. He wrote

an extensive article about this venture in ROAST magazine (may 2013). Willem is a board member of the Specialty Coffee Association of America (SCAA).