

Consumer Detection Limit of Defective Beans in Brazilian Coffee

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SUMMARY

PVA is a low quality green coffee mixture containing large amounts of seeds from immature, over-ripe and fermented fruits, which is sold in the Brazilian internal market. The proportion of each type of defective bean may change among different PVA mixtures but in general, the addition of such defective beans to coffee blends is known to decrease coffee quality. This study aimed at investigating the role of PVA composition on the consumer detection threshold for defects in coffee beverage, estimating the point at which coffee consumers would be able to perceive the difference between the control sample and those samples containing different percentages of PVA. The analysis of results from two independent trials revealed that the percentage of actual defective beans in the mixture of PVA was determinant for the consumer perception, no mattering the proportions of each individual type of defective bean. Additional controlled trials should be performed in order to confirm these results.