

# Profitable INVESTING Tips

## Stock Market Investing Tips, Techniques, and Resources



### Best Coffee for the Best Price

By: [www.BuyOrganicCoffee.org](http://www.BuyOrganicCoffee.org)

For the best coffee flavor and aroma your best choice is Arabica coffee, whole bean, and freshly ground. Robusta gives you more caffeine but does not have the taste of a good Arabica from Colombia. Fresh is always better too. Green coffee retains its freshness for up to three years. Whole bean coffee retains its freshness for up to six months. And, ground coffee starts to lose its freshness, flavor, and aroma as soon as it is exposed to the air. Once you have these issues covered, coffee of higher quality is better than lower quality but generally costs more. With this thought in mind, what is the best coffee for the best price and how much flavor improvement do you get for each dollar spent.

### The Most Expensive Coffee in the USA

A few years ago we looked at [expensive coffees](#) including Gesha coffee from Panama. People who are interested in Third Wave coffees where they know precisely where and under which conditions the coffee is grown are happy to pay more for the experience. However, at an auction shortly before we wrote the article, a bag of Gesha coffee from Panama sold for \$350 a pound. If you are buying this coffee in your local coffee shop you will not be paying \$350 for a cup of coffee but may be paying \$30 instead of \$5 for a great cup of coffee. However, if you buy [coffee directly from Colombia](#) through Buy Organic Coffee you can pay a few dollars for a bag of whole bean roasted coffee that could easily sell for \$50 in a coffee shop in the USA.

### How Much a Pound Do You Want to Pay for the Best Coffee?

Putting aside from the snob value of drinking an expensive cup of coffee, what is a great cup of coffee worth? The success of Starbucks and other coffee shops proves that people are willing to pay more for a good cup of coffee. The fact that Starbucks can only charge so much for their fanciest latte also shows that there is always a limit to how much their customers are willing to pay for higher quality coffee. In one of our articles about [coffee from Colombia](#) we offered to buy Colombian “store bought” Arabica coffee and have it mailed to you directly from the heart of the coffee growing region. For \$30 for the coffee and \$30 for shipping you can get four bags of high quality Arabica coffee for \$15 each whereas you could buy coffee of similar quality for a large multiple of this price like \$30, \$45, or \$60. If you put coffee quality on one axis of a graph and price per pound on the other it will not generate a straight line. Coffee that is twice as expensive is may be twice as good on the low end of graph but at the high (Panama Gesha) end of the graph the improvement in quality per dollar is miniscule! Our suggestion is that you consider coffee directly from Colombia if you want the best coffee for the best price.

For more insights and useful information about organic coffee, visit [www.BuyOrganicCoffee.org](http://www.BuyOrganicCoffee.org).

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