Introduction to Coffee and Histamine Intolerance

Hi there. And welcome back to the reversing nasal Activation and Histamine Intolerance Summit. I'm your host, Beth O'Hara of Mast cell 360. And I am really excited about this conversation we are going to have about coffee.

And before I really crash with my health, I was a coffee snob. I went to the coffee bars and I wanted to try the super expensive coffees and all the different flavors.

And I just absolutely love coffee and I lost my tolerance for it. And I thought it was the coffee, I mean, the caffeine. And I realized it wasn't the caffeine, maybe a little bit, but I couldn't even drink decaf.

I, I discovered that it was actually the coffee I was drinking. And that's what we're going to dive into. So I'm back to having coffee again, which I absolutely love.

I still drink decaf, but, I make all kinds of coffee drinks. And the wonderful thing is you can drink coffee even if you have histamine intolerance. Also intolerance and so on.

So if you love coffee and you think it's triggering you and you want to get back to drinking it or your coffee drinker, but you're suspicious about it, you have good reason to be.

And we're going to dive into all of that. So I really hope that you'll stick with me through this interview, because you're going to be excited about some of the information we're going to share.

We have with us. Andrew Salisbury, founder of Purity Coffee. And I want to tell you just a little bit about him. So he's going to dive into a lot of this science with us.

And he began his unique relationship with coffee through some similar journeys that we've all had here. His wife, Amber, suffered from low energy and adrenal fatigue, diminished vitality, and they worked so hard on trying to improve her chronic fatigue.

And she had turned to coffee, like so many of us do, and caffeine for more energy and for the solution. And then that's what led them to start to discover how to produce the healthiest coffee in the world.

And Andrew was really influenced by the Vanderbilt Institute's Center for Coffee Studies about the health benefits of coffee, which is now believed to be one of the healthiest superfoods in the American diet.

But many people are drinking poor quality coffee, and they're getting mycotoxins, are getting pesticides, they're getting heavy metals and things that are detrimental to health.

So I'm going to talk about how to drink coffee in a way that's a superfood for your health. Welcome, Andrew. I'm so excited to have you with us. It's my pleasure. I'm excited to be here.

Can you tell us a little bit more about this journey? Because it's this is not just a business for you guys. This is a passion. And this is, you know, really a service to people's health.

And that's why I wanted to have you on with us. And I also want to thank you for being one of our supporters of our summit, because without your support, we couldn't have gotten this out here.

And, we're just so grateful for your help with us. And it's our pleasure. Absolutely. And we. What happened with Amber and how how did you go down this road of figuring out what's going on with most of the coffee on the market?

Yeah, it was an interesting sort of, story. We. I sold my business in 2011, and, Amber, myself and and, and our daughter, Lila, we traveled the world.

We, you know, came back in late 20, 2012, and she started getting some health issues and we couldn't really figure out what it was.

Andrew Salisburyu2019s Coffee Health Journey

You know, we did the normal standard of tests, and then we went to to look at different things like, you know, naturopaths and, and her diets and how she was supplementing and that sort of thing.

And we just happened to have this one sort of standing argument because as you can probably tell, I'm English, I was a tea drinker and I was I just never drank coffee.

And, very occasionally I'd have a cup of coffee at Starbucks, but but really very occasionally. And Amber started drinking a lot more coffee, you know, to get out of bed in the morning and, and to give her the energy she needed.

And, one of the arguments was, I felt like she needed to cut down on her coffee consumption, because a lot of the health conscious people that I was talking to at the time, as we were going through this, was saying, oh, yeah, you definitely need to cut out coffee from your diet.

So this was the medical advice I was guessing. And so, the AMA was very resistant, as you can imagine. She, her attitude was, I'm not giving up coffee unless you prove it to me.

And, and so I was probably, probably went a little further than necessary to win an argument. And I met, two professors at the Institute of Coffee Studies, and I expected to come back just, with great material.

A coffee is bad for you, and she needs to give it up. And the opposite was true. They basically gave me a shopping list of the health benefits that coffee has.

And, and then we just started doing a bit of a deep dive into what made coffee healthy. And then this kind of, one I love. This came out of the joy in trying to convince me not to drink it.

And then she ends up winning the argument at the. Absolutely. But also, then it becomes this mission for you guys to discover the healthiest coffee, which, my sense of you is that when you you're like me, when you dive into something, you dive all the way.

And so let's start touching on what you learned along the road in terms of the problems with most of the coffee that's out there. And, and what was probably triggering her and all the coffee she was drinking.

Yeah. I mean, it first came about when, the professors explained to me that the coffee is the number one source of antioxidants in the American diet, and they gave me a long list of potential health benefits of coffee.

And as we started to digging deeper, what was the sort of mechanistic explanation of the health benefits of coffee? They could give me a list of things that I should avoid and things that I should look for in coffee, but they couldn't tell me of one brand.

It was focusing all their attention on the health benefits of coffee. So that's really what so started to get me curious is I realize, obviously 164 million Americans will wake up, you know, this morning, drink a cup of coffee and something which potentially could be so good for you.

There is nobody who's focused on just health. And so that's sort of where we we start started, you know, looking at that health is our North star. So it started as an agreement in the beginning that we wouldn't compromise.

We would make every decision based on health, even if it was a $200 bag of coffee that tasted like ditch water. We

were going to make every decision based on health.

And that's sort of what we did. And, you know, again, there's a long shopping list of what you should be concerned with and you should, you know, that you should make sure is in your coffee.

Well, fortunately, your coffee doesn't taste like and coming from and I've got my, my coffee here the likewise. And coming from being a coffee snob, I actually really love this coffee.

And then the fact that it helps my health so much on top of that. But I was having so much trouble even with Swiss water, decaf, processed coffee, organic coffee.

Once I figured out there were a lot of pesticides and coffee. Yeah. Let's go into what was triggering me in that coffee. And what's triggering so many people that are having trouble with coffee.

I think there could be a number of things. And, you know, as a doctor, you're probably aware just how different everyone's body is and what the reactions could be.

But I think the big drivers are this, first of all, coffee is the most heavily treated crop on the planet next to cotton. So it's it's treated with pesticides that really wouldn't pesticides and herbicides that wouldn't be allowed in the US.

And because they're cheaper in, let's say, Latin America or other countries that produce coffee, they're often used on the crops, which not only is bad for the farmers, but also obviously bad for people who consume the coffee.

So, you know, step number one for us is we had to find organic coffee. But as you mentioned, sometimes a coffee can be organic, but it doesn't mean that it's high quality.

I mean, if you think about fruits and vegetables when you go into a store, the organic fruits and vegetables typically isn't the prettiest fruit and vegetables.

In other words, you know it because you've managed to avoid insect damage with, coffee that's treated with pesticides, it looks better and perhaps tastes even better.

But we need you to find organics, especially great coffee, which is the highest grade of coffee available.

What Makes Coffee Trigger Symptoms

There were two big drivers, I think. Then beyond that, the antioxidants in coffee make a big difference, which is, you know, the positive, compounds in coffee.

So sourcing for those antioxidants and roasting to maintain them is important. And then, you know, one of the big problems with coffee is the moles, which then turns into mycotoxins, in some cases with coffee, because water is present pretty much in all levels of the, of the supply chain.

And that's, you know, a very big issue with people who have got sensitivities. So it's really the the entire chain from how the beans are grown to the harvesting to the production and what kind of water is being used.

Absolutely. And, and are metals a problem in coffee? Heavy metals can be I mean, we obviously test for things like arsenic and, you know, which can come from soil conditions and pesticides that have been used.

We test for pesticide residues because even if, even if, coffee is certified to be organic, there is a risk that you've got runoff from other fields and other farms are nearby.

So that needs to be tested for, but heavy metals are definitely an issue. And most often on the processing of the coffee. But, you know, it's pretty much, as you said, every step of the supply chain, there are moments where you can fall short.

If you're trying to use money as your primary factor in producing the coffee and as a commodity, most people are driven by making the coffee as cheap as they possibly can.

And as long as it delivers the caffeine, then that's fine. And so it's these sort of like these corners that are cards that they're even cut with specialty coffee because the lens which they're seeing, the coffee through is not health, it's through flavor.

So you can have a great tasting coffee that isn't actually, you know, very good for you because the way it was roasted or the way that it was stored or packaged or and I've been in some of the, places where they're roasting their own coffee and gotten to do the tours and seeing the beans and actually, I've been kind of surprised sometimes when I looked in those bags and some old growing on those beans.

Yeah, that's a big issue. And I know there's a lot of debate about mold, toxins, whether they really coming through the food supply or not coming through the food supply.

I tend to fall a little more on the side of I don't tend to see mold in the food supply triggering people in terms of grains, in terms of, maybe a little nuts, but coffee's the big one.

Yeah. And I often see if I can get people to shift their coffee to a mold free coffee. That that alone makes a difference. So let's talk also about histamine because some coffees are higher.

Histamine. Yeah. And that's actually one thing we've just started testing for. So you know, it was one of these, laws of unintended consequences. When we made every decision based on health, we started to get a following with people who have histamine intolerance or Marcelle, and they were reporting to us that we were the only coffee that they could drink.

And so now after, you know, 4 or 5 years, we've got around, you know, 24,000 testimonials. We are seeing a lot of anecdotal evidence of people who are saying, we don't know what you do with your coffee, but it isn't reacting in the way that other coffee does.

So I would think it's a mixture of different things. I mean, it's since we make every decision based on health, there's a lot of things that I can, I can talk about here.

But I think pesticides, that being organic, I think being tested to be free of mold and micro toxins are very important. I think also heavy metals, is an issue.

And, you know, surprisingly, there's a more ocher toxin a in coffee than you would expect. And it's just something that, you know, if you're ingesting something every single day, you know, we joke about, you know, coffee is the only supplement you'll never forget to take.

You never forget to take your cup of coffee in the morning. Vitamin D, something else. Maybe you forget, but coffee know. And so if it's something you're doing every single day, I think it's really important that you have a high standard for that.

It has more of a leverage, I think. Also the supplements, there's a lot of issues with cutting corners and supplements, quality and supplements that mistake I made early in trying to save money and then we weren't doing anything or, you know, maybe making me worse because of the quality, but that's a whole nother.

But my wife did as well. I had those actually. One of the first things that we changed the the quality of her supplements, because I think, you know, that is a bit of a problem that people don't don't tell the difference with the supplement.

You can have a great fish oil versus another fish oil, which isn't particularly good for you, but it's very difficult for people to actually tell in their body one is better than the other.

So, you know, it's it's quality is important. It really is. And so one of the things that we do, we have, very similar philosophies for what we do, and ours is quality comes first, health comes first.

So everything that we, we recommend to people, I have done the due diligence. I've done it and dug into it all. I know you jumped on with me when we were looking at Purity Coffee and we talked with the team and, I'm always skeptical coming in.

So I grill every company and I appreciate the patience with me. But you guys were so excited about it. You're like, yes, let's, let's let's dig into all of this because it's that same philosophy.

That's right. So I found that this is also in our practice and I've had people come in drinking lots of different coffees. And then my big thing for them is I need you to find a coffee that's organic, that's low or been tested for mycotoxins, that's low histamine.

And that, is low in those heavy metals, you know, and frequently if we shift the coffee, if they're not drinking this coffee, and I know you're going to talk about other types of coffee, like, it doesn't have to be purity, but, you know, at least make sure you're drinking good coffee.

Yeah. I see those differences in people. And the other thing I want to share for people is that coffee is low salicylate. So we have so many people with salicylate intolerance and they feel really deprived.

So when I tell them, like, well, guess what, here's a coffee you can drink.

Testing for Mold, Metals, and Histamine

They're just delight to have something back because we have so many food restrictions. And in this population, I mean, our focus, you know, we started working with the University of Brazil in Rio de Janeiro with, Professor Adriana Ferrara for the first, really first two years before we even started the company.

And we wanted to look at every decision and what mattered. And I think it falls down into two main categories. It's the absence of bad stuff when the presence of good stuff.

So coffee can be incredibly good for you, but obviously the more of the positive compounds, the antioxidants, chlorogenic acid, chlorogenic like tones, that's really something that we focus on.

But at the same time, if you're so sensitive that you can't drink the coffee because of mold or heavy metals or pesticide residue, this sort of thing.

So we need to make sure that the coffee was very clean, very pure, but also highest in antioxidants. And I think, you know, you know, our direction is will be driven by those two, sort of, two sort of columns that we focus on.

And we actually did some digging in and found that studies were showing when it's a really pure coffee that doesn't have the pesticides or the mycotoxins, that coffee actually has antitumor properties.

It has anti-inflammatory properties. Some of the cell studies we need these need repeating. But some of the cell studies were showing anti allergenic properties improvements in insulin resistant.

We know that coffee helps support phase one liver detox or detoxification. It's got brain benefits all because there's this huge spectrum of these antioxidants.

And that's why you're calling it superfood. We don't hear that. We think about these super expensive things like Asahi and whatever is a superfood. But superfoods don't have to be expensive. No.

Absolutely not. Yeah. I mean that really is the the there really is the probably the main crux of it is the fact that, you know, since so many people are already coffee drinkers, one of the things which is great opportunity, it's just a two

degree shift or a five degree shift to saying, I'm going to focus on the quality of my coffee because you do it every single day.

And I think, you know, as you said it, it's not about people buying purity. It's about, understanding what matters. What's the difference that makes the difference when you're looking for a coffee?

And so one of the, the sort of, the benchmarks I always use is when people ask me if your wife is out traveling, what would you tell her to look for if she was going to go to a local coffee shop?

And I think, you know, having that basic list of these, these things that you need. So, you know, it needs to be organic. It needs to be specialty grade.

You won't find, in your coffee shop, however good they are, that is going to be tested for heavy metals. That that's very rare that it's tested for moral.

But if you get a good quality, organic, specialty grade coffee, you're reducing your risk of having any of those sort of problems. You won't have it tested for antioxidants, but it needs to be fresh, because one of the things that we know, we think is a is a cause of problems that people have with coffee is they're drinking coffee that was roasted, you know, 20 well, 20 days isn't bad.

Sometimes it's roasted 100 days, 200 days after they drink, you know, before they drink the coffee. So people are drinking rancid, oils. So the, the caf has stolen the calorie all which are the oils on the the lipids on the coffee are rancid.

And that alone can cause problems. So freshness is very important as well. So then once we get at home we have to think about that as well. And you have some tips in terms of brewing at home to keep it from developing mycotoxins.

Once we get there. Can you talk about those. Yeah. It's it's it's funny because, you know, we've done every step based on health and we can take it all the way to delivering that coffee back to your house.

And if in that final mile, you know, there is mold in the machines that you use, I mean, unfortunately, like K-Cup machines are particularly in the seriously bad because the so the water goes through a system and the system which can't normally be cleaned.

So the simpler the system is, the better it is likely to be for your health. So, you know, we use a chemical pour over, which is just basically a bamboo or a paper filter.

And then you put the coffee in and it pours into, into a can, makes very old technology has been around since the 40s, but it's, it's very safe. And, then you don't have any mold buildup.

And also the quality of the water is importance, you know. Yeah, I use the chemicals too, I love it, I will link to that. And we're going to link to, Purity Coffee.

So people can check this out on our Summit resources page. So it's mass cell three 60.com/summit. You can find your links there. And I'll put the link for the Cemex pour over that I'm using super simple.

And the filters you just boil the water. It's it's actually really pretty. I like having it sit on the counter and it's a, it's a glass just like a glass carafe.

And then you put your filter I use a stainless steel one. Yeah. But you can't get the paper ones as well. And then you put your coffee, your brown coffee beans in there, and you just slowly pour the water and it only takes a minute, but I find it really meditative to do that too.

Or that water in there and ritual is. It's a ritual. Yeah. And then the water. So many people I talked to, they're

drinking good quality filtered water.

My preference is reverse osmosis water. And then they're using tap water for their coffee. And it's not good boiling that water is not going to boil out mycotoxins.

It'll get out some chlorine but it won't get out all the pharmaceuticals and stuff. It's one of the problems. You often hear people in the coffee industry talking about how mycotoxins and mold are not a problem, because there's a kill stage in the roasting where it's roasted to such a degree that none of this microdose of mold survive.

Unfortunately, they're wrong. And also the second problem is that if you were to to provide or to to to roast the coffee at that sort of temperature, you would basically bake away all of the antioxidants in the coffee.

So I mean, there's a diminishing marginal returns. And without getting too technical in the beginning, acrylamide is created in the coffee, which is possibly carcinogenic.

So you don't want acrylamide in your coffee, but in the later stage of coffee, when it's roasted, you have polycyclic aromatic hydrocarbons, which are also very negative.

But as you look at the roasting of the coffee, the curve goes down so that you roasting away the antioxidants. So, you know, part one, which I believe we're the only coffee company in the world that does this, is we design a roasting curve specifically for the coffee, for the season of coffee that we're using to maximize the antioxidants, very low levels of acrylamide and no patches in the coffee.

But you can't possibly know that unless you test the coffee. I mean, unless you lab test the coffee through the roasting curve. I didn't even know you guys were doing that roasting curve analysis.

Brewing Methods and Sensitive-User Tips

I have read the studies on mycotoxins and heat. Yeah, and what's degraded? And you almost have to burn it to try to reduce the heat. And it's unfortunate. Yeah.

Unfortunately, a lot of large coffee companies want to burn the coffee anyway because they want you to get used to that burn taste because it homogenized the taste of coffee.

So if you're in Singapore or Seattle, you can go into a big chain of coffee, you know, coffee stores, and the coffee will taste the same. And for an organic product that's rare, well, the only way to do that is to over roast the coffee.

So, you know, burn steak to taste like a burn steak. It's just and that's what for people who aren't familiar with those, polycyclic aromatic hydrocarbons compounds that hydrous compounds that you're talking about there, that's the charring that you get if you if you burn a steak or you cook something charred on the grill, and that does have carcinogenic properties.

So we don't want that in our coffee either, even though that's part of that taste people are familiar with. With coffee, it's not how coffee should taste in my mind.

And it's also unfortunate because sometimes the the coffee can be a medium roast coffee or even a light roast coffee. But if they use technology like a fluid bed, roaster or types of roasters that can create scorching of the coffee.

And tipping is called tipping. But basically where it's come in contact with the hot surface of the roaster. So in that particular part of the bean, it's scorched and is black.

The rest of the coffee may look like it's, you know, it's it's, it's it's, you know, light roasted coffee. And so the issue is you also have to think about the technology that you used to roast the coffee.

So we only use Loring Roasters, which are smokeless roasting technology that makes sure all the antioxidants are kept in the coffee. And one other thing I want to make sure people are thinking about is just if they're using the, beans and the grinding them to clean out the grinder.

Yeah, not to let that sit because that stuff will go rancid over time. Yeah. If you can just see it in, you know, if you go to your coffee machine, let's say you forgot to clean it out before you went on the trip for a couple of days and you come back, it's guaranteed that in the basket you're going to see mold.

I mean, coffee, especially moist coffee develops mold very, very quickly. And, you know, it's the mold you don't see as well, just the real issues. So it's, it's it's very important, I think, to be be conscious of just how quickly mold develops and coffee as it does throughout the whole process.

I mean, there's I can tell you horror stories of where, when people are picking coffee and farmers are picking coffee, they'll take this mountain of green coffee and they'll spray it with water so that it absorbs the maximum amount of water that they're allowed for that weight of coffee.

And the reason they would do that is they they spray that amount of coffee, and it absorbs 5% more water. They get 5% more for their total crop. So drops for its price per kilogram.

That's right. And it drops to the bottom line. And so but then of course you're putting in a box and you're shipping it for months in some cases. So water and and moist coffee is just not a recipe that you really want to, you know, have when you want to avoid moles.

So I want to share some tips also for really sensitive people, which, you know, we we specialize in people who are quite sensitive. And I have often if people aren't sure they're going to start coffee, actually have them get your priority pockets, which I also love.

So I'll do the whole grinding and the Chemex pour over a ritual on the weekends. But my weeks are pretty busy and I like to spend my morning meditating.

So what I use is the purity pockets, which I look like tea bags. Yeah, and I love those because you can really control your brewing process and I'll have them use those and do so.

I'm just sharing this for people aren't sure if they want to try it. And I sort of start. They could get those purity pockets and then do a 32nd brew.

You could even do a little dunk. You know, you're super sensitive. You just kind of dunk it a couple times and start there. Yeah. Just see how your body reacts.

And as you said it's single serve. And so effectively you're creating a bit of a pour over with with those tea bags, with it that those tea bags or the pocket purity is a perfect example of how we were able to steal from different parts of the industry.

And in this case, this was very low end of the industry. So Maxwell House and Folgers is for many years, you know, over 30 years they've been selling this sort of their coffee in the tea bag.

But it's very poor quality. Coffee is the issue. But we realized for our customers, a lot of our customers were saying, look, you're the only coffee we can drink.

Now we need to figure out a way that we can get your coffee when we're on the road. And so it dealt with, you know, the, the, the, the need to give them good quality coffee when they were traveling.

And I take it with me every time I travel. I've got, you know, several packets of there because I don't want to get my coffee anywhere else. I'm not going to go to Starbucks or something like that, because it still makes me feel bad.

Yeah, yeah. So a couple other tips for people is if if you do that super gentle introduction and it's still a little too much and this is for our like absolute supersensitive people, most people are going to be just great.

They're going to do great. But if you're super, super sensitive and you want to get into it, if the couple dunks and and still feels a little stimulating, what it is is that it the coffee supports the liver detoxification pathways.

So you may have to get some binders on board first and just know that and then come back to it. But 95% of people listening to this probably can just start with the purity pocket.

And, they're going to do great as long as they don't overdo it. And so let's start to shift in. Oh, I had one other tip I want to give people, which I always get.

This question is, coffee enemas. And that's outside of the scope of our conversation. But I know people are going to ask and I just want to let them know, whatever you use for your coffee enema, make sure that it is mycotoxins free.

You don't want to be putting more mycotoxins in your body. And you get absorption through the through the rectum. And you, you know, it needs to be organic.

Whatever you put in there, you're going to absorb into your bloodstream. And then there is the hepatic, vein that goes to the liver. And that's how those coffee enemas will, they're going to push detoxification.

But you guys actually did some studies comparing various coffees used in these big healing centers for coffee enemas. Can you share what you found there?

Yeah. And one of the first things that we did within the first maybe 18 months of the business before we sold the bag of coffee, is we tested our coffee against 49 of the top brands in the US, represents about 80% of the market.

We also tested coffees, the we use for enemas, because we knew that some people who are health conscious, we're going to focus on on that with us.

Coffee Options for Different Tolerance Levels

I won't you know, without naming names, I will say that the issue is that, they're not going through the same level of, sort of oversight and the quality of the coffee.

So there's two things at play. First, because people are drinking the coffee, they don't worry about taste, but unfortunately, because they don't worry about taste, they're also not worrying about quality.

So you're not getting the highest quality of coffee, which obviously means that you're minimizing the good stuff like the antioxidants, apologetic acids, porridge, chlorogenic, lactose, jiggling, all the things you want to get in your coffee.

But they're also not testing for the negative compounds in coffee. And as a minimum, you know, we talked about this earlier. A mold mycotoxins test is one of the cheapest things that we do.

It's just the easiest, lowest bar that you could have really. Every coffee company should be testing to be free of mold and mycotoxins. It's a $100 test.

So if you're if you're wellness clinic is offering coffee enemas, but they're not that coffee isn't, certified to be free of mold or mycotoxins. It's very suspicious because it's a very cheap test for you to, you know, to, to order.

So I just like to tell people, if you're going to use a different coffee, just ask them for the certificate of analysis and check that they've been testing for pesticides.

Micro toxins and heavy metals and that they passed. And not just, I think sometimes those standards aren't strict enough either, so they shouldn't be in there.

I mean, it shouldn't even be like an acceptable level. It should be zero. And unfortunately, there's a different level in terms of what's acceptable based on the country you're in.

So if you're in Europe, if you're in Asia, Japan in particular, the standards are much better in terms of like, they're not going to accept coffee that is tested to have parts per billion of Okotoks.

And a it's just it's not the highest standards. And so what happens is if coffee is of a lowest standard, it often gets sent to the US because it's they know that it's going to pass the test or on imports.

So that's a good point too, is to look at what the where the the one the certificate of analysis should be through a third party country or company. They should not be doing some testing and find out what the standards were for that.

I have done some coffee enemas. This is the only coffee I'll use for mine. Because I can just can trust it. And, and it's very clean now, if you're super sensitive, don't jump into coffee enemas.

Get your get your binders on board. And if you're interested, I've got some more details on that in our, MC 360 Precision Mold Master Class for Sensitive People.

Let's get into some options because people are going to want to know at this point. Well, if they're want to go with Purity Coffee, what are their different options?

Let's talk about super sensitive people who are caffeine sensitive. And then the coffee connoisseurs who are really in for the flavor and they want the caffeine.

That way we can kind of hit all the levels of our community here. Yeah. And so, you know, early on, since we make every decision based on health, we didn't want to highlight flavor profiles.

And as you mentioned, it's a great tasting coffee because it's organic regenerated. We found that sort of thing. But we're focusing on what we see as potential health benefits of the different coffees.

So, the decaf is cool. Calm is Swiss water process decaf? Which takes out 99.8%. So think of the, the the caffeine. But that's really the only method that you should consider if you or I mean, I was going to say you should consider if you have health concerns, but to be honest, it's the Swiss water is the only method you should consider in terms of Decaf Nation, because the other two methods, the ethyl acetate and I forget the other one now.

Right. That's was I've got the name of the other one, but but they're both chemical processes which leach chemicals into the coffee, and it's just, you know, it's it's, it's criminal to go every step of the process for health.

And then that final mile, just, for sure. So, the decaffeinated, comes with water process. That's very important. And then with our flow, coffee is a medium roast, very high in antioxidants, source for antioxidants and then protect, was derived or, we worked closely with Doctor Sanjeev Chopra, who's, last dean of admission at Harvard Med School, and he's a liver surgeon.

The liver hepatologist. And he's helped us sort of create awareness around coffee and liver health. And so we maximize certain compounds that we know to be, healthy for the liver.

And then finally, I suppose ease is the one if you're most sensitive to a coffee, a darker roast coffee, even though it it's it roasts away some of the antioxidants.

So it's a lower level of antioxidants. Then I'd say our flow coffee. It's better for the stomach because out of chlorogenic acids comes chlorogenic lactose and chlorogenic lactose.

Friendlier in the stomach, but easier for most people who just who've got some sensitivities to consume. And I just want to share for super sensitive people, just go straight to those decaf purity pockets.

And we're going to have a special offer for you through the summit. Over at the summit, resources page as well. So again, it's mass cell three 60.com/summit.

And you can get your discount code there. There's going to be a special offer through the summit. So make sure you pop over there and grab that. And Andrew wanted to give people an real easy introduction to trying the coffee, which we appreciate.

To wrap this up here, you all have bought your own coffee farm. Now tell us about that and tell us about, why why at this point it was another deep breath for the company.

So, we decided to just, when we started this company, make every decision based on health without compromise. And one of the things we started to notice is we've tested literally hundreds of coffees around the world.

You know, we tested those coffees to be clean, to make sure that they're free of all the negative elements, but also high in antioxidants. We started to recognize a trend.

So we were driven by the lab results, but we started to recognize that coffee that was high in antioxidants was grown in its natural environments.

Regenerative Farming and Coffee Industry Standards

So that meant that it was regenerative organic agriculture. So it didn't look like an industry. It wasn't rows and rows of coffee trees with tractors that go in between those trees to pick the coffee.

It was it was very sort of, you know, on a hill that is mango trees, banana trees, papaya trees. There's a lot of cover crop. There's a lot of, foliage on the ground.

And so we started recognizing, okay, if this is this is present in every single case, we started shopping for our coffee, looking for certain, like, monikers or labels.

So one of the labels, for example, we looked for was Smithsonian bird friendly. And what we care about the environment. And the reason why we picked Smithsonian bird friendly is because that was an indication that the coffee was grown in its natural environment.

So it was basically migratory. Birds would stop and and build a nest on the coffee trees and that sort of thing. So there was certain indicators that told us that we were in the right place.

What we've realized, and this is a long answer to your question, but what we've realized is that, the the next stage for purely coffee is we have to start controlling what we do with quality on the soil level.

So, you know, there's a compromise where unfortunately, because of pesticides and herbicides, you know, so often great soil is being converted to dirt.

And that means there's no microbial activity. It's just a it's it's it's not help scary. It's not healthy for the plant that it's feeding. So we care about concentrating on the soil.

So what we're doing now is we bought a run farm in Columbia, about 100 acre farm. And we're using it to divide the plots into different areas, looking at different cultivars for coffee, you know, looking at soil conditions, all organic additives.

We're even looking at bees. And just the impact of bees on the, on the coral genic acids in the coffee. So we're the only coffee company in the world that is focused on health, that owns its own farm and is is experimenting on a

farm level, because that's going to be the next level that the coffee you were drinking 100 years ago is not the same quality is better quality than the coffee that we drink today.

We want to return to the same standards of agriculture that gave us the coffee that that was just very good for you. And that's another reason that I so appreciate your company, because one of the things that I've been talking about a lot is how those of us with mast cell activation and that have gotten so sick and so sensitive, it's not that we're these strange unicorns out here, and this is only happening to us.

What's happening in the world with this intense level of pesticide use, all of these chemicals, all of this stuff that's not sustainable, this destruction of the soil, the air pollution and so on is happening to all of us.

It's this some of us are the canaries in the coal mine, getting sick right away and waving the flag, saying, danger, we can't continue. And then the other, other people, they're still getting sick.

It's just going to show up 30 years down the road with Alzheimer's, Parkinson's is, stage four cancers and so on. But we're all horribly affected and the way that we can.

Well, when I feel like being sick, the way that those of us as community been sick, as we recover our health, there's a call to action for us to be leaders in this change.

And one of the ways we can be leaders is choosing carefully who we purchase from. And are they caring for the environment? Are they caring for this world?

We live in this earth that is the only home we have. And even if we set up a colony on Mars, we're not going to be healthy because we're creatures of the Earth.

And also companies like yours, just changing the industry, changing how we do things is how we're going to turn this around. Because mass automation has been just rising, rising.

And it only got a diagnosis code in 2016. Yeah. And the numbers are just we're up to 17% of the general population. And then we came out of this pandemic.

We even have a population study looking at where we are today. And just the last 30 years, the huge rise in chronic illnesses. So I want to thank you for what you are doing environmentally.

I want to thank you for the, really driving this movement in terms of health benefits of coffee in this bigger picture way, not just for the individual, but for the whole planet.

And I'm hoping this puts pressure on the other coffee companies to follow suit. And I think, you know, you made a very good point. But it's I think what we need to do is start creating standards for other people to follow in the coffee industry.

When we want people to focus on the health benefits of coffee. So what we hope to do on a farm level is start creating standards that other people could follow.

You know, can be separate companies, but other people recognize that because we as consumers are willing to pay a little bit more for coffee, there's there's there's a high quality is processed in the right way that we're going to have more money to give to farmers to get them to move to those standards.

Because one of the problems is that industrial farming is more profitable, it's higher yields. And it's if you're given a New York spot price for coffee, you can make more money that way.

So unless we sort of close that gap, will we basically explain to people that if they're willing to pay a little bit more for really good quality products for health, then we can pay the farmers more.

We can encourage more of this behavior. And that's the next step. And there's even a whole environmental, perspective to this in terms of planting coffee trees and getting people to buy, you know, coffee trees sequester carbon from the atmosphere, industrial farming, because it's still farming basically is releasing carbon into the atmosphere.

So it's a virtuous circle. I mean, if we could provide coffee that's great for an individual's health, we can pay more to the farmers to plant more trees and have more quality product, which is also good for the environment.

So there's, there's a happy circle could could go on here if we could get people to create a movement that that coffee is important for their health. So I hope that as a community, you'll join me in supporting Purity Coffee in this mission.

If it calls to you. If you really tied to another coffee brand, please put pressure on them to do this, because we and and all the companies that you're working with, and this is one of the ways that I make choices is, and one of the ways that I help drive this mission forward is making choices with who I support, who I buy from, and how they're taking care of the planet.

Thank you for this wonderful interview. Thank you for all that you do for people's health and I thank you once again for your tremendous support of our summit.

We couldn't have gotten it out there without you. Oh, I appreciate the platform. And, you know, I really appreciate having the time to talk about this.