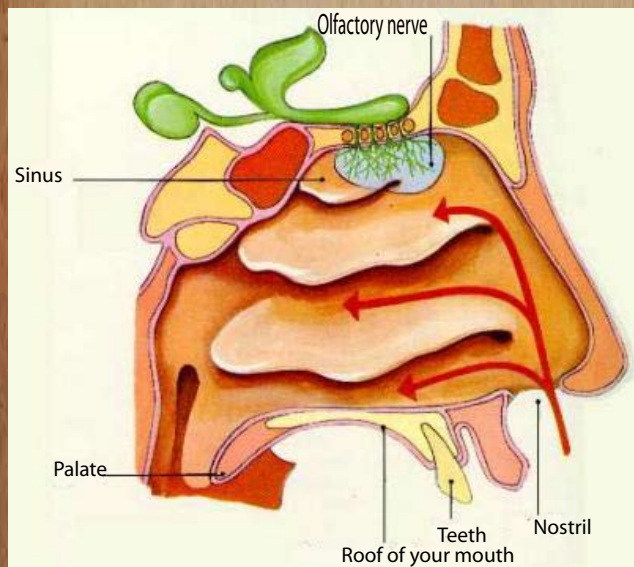


## HOW WE PERCEIVE FLAVOR PART III

### A BRIEF LOOK INTO SMELL BY HARRISON WOMACK

Every day we smell thousands of chemicals that reach our nostrils; everything from our car's exhaust to our evening meal. As we saw last issue our taste buds are only capable of detecting about 5 main tastes, but our noses can detect 10,000 different odors! And yet, we often have a hard time actually describing what we are smelling: "We are surrounded by odorant molecules that emanate from trees, flowers, earth, animals, food, industrial activity, bacterial decomposition, [and] other humans. Yet when we want to describe these myriad odors, we often resort to crude analogies: something smells like a rose, like sweat, or like ammonia." This article from the Howard Hughes Medical Institute goes on to say that we have put very low value on "olfaction" and therefore we often have a hard time explaining what we are smelling, even though it is such a rich world!

So how does the nose work? It's probably like you expect... you breathe in



Our smellier!

and molecules in the air trigger the millions of smell sensors (called olfactory receptor neurons) that are in the top of your nose. These sensors are also triggered by air flowing up from the back of your mouth, thus when you chew something you are smelling it too! After the initial trigger the sense is then transferred down the olfactory nerve to the olfactory bulb under the front of the brain, and this piece is how we know we are smelling smells.

## THE "C" MARKET

### COFFEE AS A COMMODITY

BY HARRISON WOMACK

As many of you well know, coffee, like oil, is a largely traded commodity. Coffee has been steadily increasing for many years and since 2008 the market has more than doubled. In the last 6 months it has gained nearly 150%. The most recent rise marks a 34 year high in the coffee market and has prompted coffee retailers to raise their prices, including giants Starbucks, Peets, Folgers, and Dunkin' Donuts. This fast-paced rise in the market price is not expected to end any time soon.

The rising cost is associated with two main things: Lower production and outside investors. Coffee crops around the world have been hit with drought and frost while the worldwide demand has remained steady or grown. The other influence is investors who wisely see that commodities are on the rise and can be one of the safest places to put money when the dollar is weakening. Demand for the upcoming year is expected to remain steady while the supply is expected to remain low.

**"BE MORE CONCERNED WITH YOUR CHARACTER THAN YOUR REPUTATION, BECAUSE YOUR CHARACTER IS WHAT YOU REALLY ARE, WHILE YOUR REPUTATION IS MERELY WHAT OTHERS THINK YOU ARE."**

**-JOHN WOODEN**

## E - LETTER SPECIALS

Stay up to date with Sisters events and Sisters Coffee specials. Go to our website and click the "Events and Specials" link. [www.sisterscoffee.com](http://www.sisterscoffee.com)

## COMING SOON.... SISTERS COFFEE IN THE PEARL

In case you haven't heard we're opening up a location in the Pearl District. This new location will be Durham-family owned and operated with a country lodge theme and excellent coffee. Look for it opening up later this spring on the corner of 13th and Marshall in downtown Portland.

If you're excited let us know! Email: [harry@sisterscoffee.com](mailto:harry@sisterscoffee.com) or give us a shout-out on Facebook.

