

## Coffee Kathaa

The coffee bean is the seed of the coffee tree and coffee is the second largest commodity traded in the world and its retail sales alone now exceed US\$ 70 billion.

The home of coffee is in Ethiopia, where the coffee tree probably originated in the province of Kaffa. One story has it that an Ethiopian goatherd was amazed at the lively behaviour of his goats after chewing red coffee berries. What we know with more certainty is that the succulent outer cherry flesh was eaten by slaves taken from present day Sudan into Yemen and Arabia, through the great port of its day, Mocha, now synonymous with coffee.

The first coffeehouses were opened in Mecca and were called 'kaveh kanes'. They quickly spread throughout the Arab world and became successful places where chess was played, gossip was exchanged, and singing, dancing and music were enjoyed. They were luxuriously decorated and each had an individual character. Nothing quite like the coffeehouse had existed before: a place where society and business could be conducted in comfortable surroundings and where anyone could go, for the price of coffee.

Coffee then spread to other places by Dutch and British and French through their respective colonies. The first European coffeehouse opened in Venice in 1683, with the most famous, Caffe Florian in Piazza San Marco, opening in 1720. It is still open for business today.

The largest insurance market in the world, Lloyd's of London, began life as a coffeehouse. It was started in 1688 by Edward Lloyd, who prepared lists of the ships that his customers had insured. The first reference to coffee being drunk in North America is from 1668.

The Boston Tea Party Of 1773 was planned in a coffee house, the Green Dragon. Both the New York Stock Exchange and the Bank of New York started in coffeehouses, in what is today the financial district known as Wall Street.

It was in the 1720s that coffee first came to be cultivated in the Americas, through what is perhaps the most fascinating and romantic story in the history of coffee. There are 60 different countries, mostly developing countries, produce coffee while consumption is concentrated in the developed countries of Europe, U.S, and Japan.

United States is the single largest consumer of coffee while Brazil is the largest producer of coffee and India is one among the top six producers of coffee.

## Coffee Guru

### Does Coffee Inhibit Sleep?

Many people blame coffee for disturbing their sleep and refrain from drinking it in the evening. We are all aware that coffee gives us a boost during the day and of its well known immediate effects on keeping us alert. This may mean it takes longer to fall asleep, but studies show that the dream phase of sleep remains unaffected. Studies have shown that drinking up to seven cups during a day is not associated with lesser sleep but other factors such as age and family issues were more important in keeping us awake. In a study involving elderly women there was no difference in caffeine consumption between good and poor sleepers.

### Can Coffee Help Relieve Headaches?

Many people suffer from headaches, so new research that suggests a cup of coffee may help relieve the symptoms is good news to us all. In a recent study regular headache sufferers took a combination of a recognized painkiller and caffeine. 80% of the patients saw a significant improvement within six hours compared with 67% of those taking only the painkiller. Caffeine is often added to pain medications because it improves their absorption and increases their pain killing effect. Many claim that the caffeine in a strong cup of coffee can help relieve a migraine or even end it if consumed in the very early stage of a headache. It is known that substances that dilate blood vessels, like alcohol, can cause vascular headaches. Substances that constrict blood vessels, like caffeine, can help counter the painful effects of blood vessel dilation in the head.

### Can Coffee Cause Heartburn?

Heartburn, or acid indigestion, is a very common and uncomfortable condition for which there are many possible causes ranging from eating rich or spicy foods to undue stress. In a study involving patients with heartburn, neither the acidity nor the strength of the coffee was associated with their reported heartburn. Some people do report suffering heartburn after drinking coffee, but it is thought more likely to be associated with the meal eaten previously, rather than the coffee. There is also no conclusive evidence that drinking coffee is bad for the stomach or involved in the formation of gastric or duodenal ulcers.

### Is Coffee Addictive?

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## Coffee Guru

### Is Coffee Addictive?

No. Whilst enjoying drinking coffee regularly may be described as a habit, and coffee is known to act as a stimulant and keep us alert, in no way should this be confused with it being addictive. Regulatory agencies such as the World Health Organization, has stated that, "There is no evidence whatsoever that caffeine use has even remotely comparable physical and social consequences which are associated with serious drugs of abuse" Evidence to support the claim that coffee drinking is not addictive was confirmed in a recent study which showed caffeine did not act on the brain areas responsible for reward, motivation and addiction in the same way as amphetamines and cocaine. Likewise mild withdrawal symptoms, such as headaches and lethargy, experienced by some coffee drinkers, do not seem to relate to the quantities consumed daily.

### Can Coffee Cause Dehydration?

The caffeine in coffee is a mild diuretic i.e it can increase the volume of urine excreted, but moderate consumption of coffee, has no greater effect than that seen with plain water. Many people, including athletes and those traveling long haul flights, are often recommended to abstain from consuming caffeinated beverages. It is assumed that caffeine will exaggerate the dehydration and lead to impaired athletic performance or health, although there is no scientific evidence to support this assumption. Scientific findings confirmed that athletes and recreational sport enthusiasts would not incur detrimental fluid-electrolyte imbalances if they consume caffeinated beverages in moderation and eat a healthy diet. Official government advice for long haul travelers is to ensure a regular fluid intake to help reduce the risk of deep veined thrombosis. Coffee can contribute significantly to that recommended daily fluid intake of at least 1.5 to 2 litres.

## Coffee at the workplace

Two cups of coffee is all it takes to overcome fatigue and feel alert again. This resulting increase in alertness may be especially beneficial in certain situations (e.g. when working at night or for prolonged periods; also when we are deprived of sleep or are jet-lagged). Drinking coffee also improves our performance when our level of alertness is low (when we need to remain alert or undertaking repetitive jobs).

People are not naturally nocturnal animals. A person's normal body rhythm involves sleeping at night. If this rhythm is ignored, health, safety and efficiency may fall at some times of the day and particularly between midnight and 6 am. So many people working at night are working at the lowest point of their energy cycle. Studies have shown that the effects of caffeine can combat symptoms experienced by many night workers such as the tendency to be less attentive and being slower to respond. Two large cups of coffee, containing a total of 200mg of caffeine, can reduce significantly the tendency to sleep and increase alertness and concentration and enable night shift workers to perform at levels similar to their colleagues working during the daytime. This effect can be sustained for 5 to 7 hours. So next time you need to combat fatigue and lack of sleep, remember that a couple of cups of strong coffee will not only keep you alert and but also help you feel happier about working late!

If I drink coffee regularly, will my body adjust to higher levels?

Regular caffeine consumption from coffee appears to be beneficial on an ongoing basis. Whilst higher consumers do not have better mental functioning, they are more alert at performing normal functioning activities. This does not appear to alter over time. How can coffee help when I am feeling tired or bored? A number of studies show that the effects of drinking caffeinated coffee on mood and performance are most obvious in low arousal situations. Such consumption has been found to remove performance impairments.

## Coffee and Physical performance

People say coffee leads to better physical performance? What does this mean to some one who exercise?

There is substantial research that concludes that caffeine does improve physical performance and its effects are widespread across a diverse variety of sports and exercises. These studies have included well-trained athletes as well as relatively sedentary individuals.

Does the beneficial effect wear off quickly?

No. Improvement in performance appears to be greater in exercise of longer duration than in short term highly energetic exercise.

How much coffee do I need to drink to see this beneficial effect?

The amount is relatively small. Even less than 90 mg of caffeine, the amount found in one large cup of soluble coffee, can result in significant performance improvement.

How exactly does coffee help boost my physical performance?

The mechanisms are not yet fully understood and recent research studies would suggest that there are likely to be several different systems involved.

Isn't coffee a diuretic and therefore to be avoided during exercise?

Athletes competing in hot, humid conditions or in endurance sports, when the risk of dehydration is high, are often advised to increase their intake of fluids. At the same time, many athletes are also advised to avoid tea and coffee because of their supposed diuretic effect. Current research shows that not only is this effect insignificant for those used to including caffeine containing drinks in their diet, but the negative effects caused by cutting such drinks from the diet may be more damaging.

## Coffee and Physical performance

Isn't caffeine a prohibited substance for professional athletes such as those participating in events such as the Olympic Games?

Until January 2004, the International Olympic Committee (IOC) limited the intake of caffeine by sportsmen and women. On the recommendation of the World Anti-Doping Agency, caffeine has now been removed from the WADA list of prohibited substances used as a reference by the IOC. The fact that positive benefits on exercise performance could be achieved on intake of very small amounts of caffeine from coffee was a major factor in the decision. Does coffee really have a role in a healthy diet and lifestyle? Caffeine, in the form of coffee, has the ability to reduce the discomfort and fatigue most people feel when exercising, and its widespread and longstanding use in most diets can make a significant contribution to helping us become fitter and healthier.

## Coffee, Students & Mental Performance

### Is coffee stimulating?

**Yes. When the study is boring or not motivating, the caffeine in your coffee, which acts as a stimulant, could help give you the energy to study and to make the best of it. Coffee speeds our reactions with reference to studying. The caffeine in your cup of coffee helps you process the information from your study books and the lessons you follow.**

### Can coffee help boost our memory?

**Memory can be divided in Short Term Memory (STM), working memory (the part that is using active information) and Long Term Memory (LTM). Coffee helps mainly with STM and the working memory when normal amounts of information have to be dealt with.**

### Can coffee lead to better learning?

**Learning is the acquisition and storage of information. Coffee helps to improve alertness, attention and wakefulness and by that means, facilitates learning**

## Coffee, Students & Mental Performance

**At what time of the day does coffee drinking have its greatest effect?**

**At the time you feel most drowsy. If you are a true morning-type, coffee drinking has its beneficial effects in the evening. For evening types, the best effects from drinking coffee are in the morning . I feel drowsy post-lunch. Will coffee help? It is natural phenomenon and has nothing to do with taking lunch. It is the normal manifestation of the 24-hour cycle. At this time of the day, your metabolism is at its lowest level. Coffee will help to lift this level. Similarly about 3 o'clock in the morning. To study at this time of the day is not advisable unless you take one or two cups of strong coffee.**

**Will coffee help me follow information presented during lectures?**

**Yes. Information is better understood after having enjoyed your cup of coffee, in other words coffee helps to open your mind. Apparently coffee is beneficial for learning, attention and Short Term Memory.**

**So the more coffee, the better?**

**No. From your own experience, you know what amount of coffee drinking suites you best. Drinking more will result in over- stimulation and that may impair your learning and attention.**

## Coffee, Students & Mental Performance

**Does coffee drinking increase my learning capacities?**

**No, but it helps you use them more efficiently and be less easily distracted. In other words, it optimizes the energy sources you have for learning. I have heard that the effects of coffee depend on the type of person you are. Is that true? Well, that is an interesting point. There are indications that those who are impulsive, extravert or love challenges profit more from drinking coffee than those who are less impulsive and more introvert. In my studying, I sometimes have to learn tedious lists of facts.**

**Does coffee help?**

**Yes. Since in general lists are not interesting enough to motivate, coffee will help you put more effort into the study work needed. I always find it difficult when studying to distinguish the main points from the minor points.**

**Does coffee help?**

**Yes, coffee improves attention for relevant things and helps you to ignore irrelevant things. Coffee helps you to know what is important and what is not. I am always very nervous before and during exams.**

## Coffee, Students & Mental Performance

### Will coffee help to get rid of those feelings?

No, such agitated state reflects a high mental arousal level. To drink coffee may take you beyond the optimal point and not allow you to work at your best. In such a mood, it is better to lessen your coffee consumption. I do not understand that when coffee is considered as stimulating, I often enjoy it because it relaxes me. That is quite puzzling to me. Both are true. The effect of coffee depends on several things. When you are not quite awake, as may happen after getting up, it helps to energize you. When you are already alert and active, it may over stimulate you and in some, the body responds to that state by dampening down its own metabolism. That explains why coffee may relax you.

### Is it sensible to drink coffee while doing exams?

Doing exams is an energy - and attention demanding activity; coffee may help to sharpen your mind, assuming that you are a regular coffee drinker. Since, coffee is used as a mood optimizer, it may help to find the most appropriate state of mind to make a success of the exam. If you are not a regular coffee drinker, then coffee may not be your best choice. So, in that case, stick to the drink you are accustomed to. I don't drink coffee for the effects of caffeine. I just like it for its warmth, taste and flavour.

## Coffee, Students & Mental Performance

**Do these aspects play a role in the effects of 'drinking coffee'?**

**Yes, studies in which the participating students expected to drink regular coffee, but got instead decaffeinated coffee, performed in a similar way in attention tasks. In other words, the expectancy of getting coffee, the smell and warmth of the coffee-like drink were sufficient to generate similar beneficial effects as regular coffee. Coffee drinking is more than taking caffeine.**

**If I am a regular coffee drinker, will my concentration, if not drinking coffee, diminish during an exam and therefore lead to a worse result?**

**Probably yes. It is better to stick to your regular level of consumption. Some people say that coffee is bad.**

**Should I lessen my coffee consumption?**

**Coffee is one of the most extensively researched commodities in the world. Literally thousands of studies have shown that coffee drinking in moderation is perfectly safe and indeed can even be beneficial to health. Under Indian conditions, moderation is generally accepted as being 2-3 cups of coffee a day.**

## Coffee and Diabetes

**There is increasing evidence that drinking coffee may substantially reduce the risk of developing the most common form of diabetes, Type 2 diabetes, which is the major contributor to the epidemic rise, worldwide, of this disease. The growing body of published research suggests that alongside other lifestyle measures, such as weight control and exercise, regular coffee drinking may also have a protective effect against developing Type 2 diabetes.**

### **Can I prevent diabetes just by drinking coffee regularly?**

**There is increasing evidence that drinking coffee may substantially reduce the risk of developing Type 2 diabetes, the most common form of diabetes. However the growing body of published research suggests that other lifestyle measures, such as weight control and exercise must be included in a prevention programme alongside drinking coffee.**

### **How does coffee work in preventing diabetes?**

**The mechanism by which coffee exerts its beneficial effect is as yet unclear. Whilst caffeine is thought to play a significant role, coffee is also a major source of chlorogenic acids, compounds with antioxidant properties.**

### **How do the chlorogenic acids in coffee work?**

**Chlorogenic acids are thought to inhibit one of the enzymes involved in the formation of glucose in the small intestine, and the inhibition of this enzyme is a commonly used approach to controlling high blood glucose levels or hyperglycaemia, Such elevated blood levels over time lead to the serious complications of this disease.**

## Coffee and Diabetes

### Coffee and Alzheimer's disease

**Can Coffee Protect Against Alzheimer's Disease? Alzheimer's Disease (AD) is one of the most common forms of dementia today and its prevention and treatment have become a major public health challenge worldwide. Understanding the role of coffee as a protective factor has been growing, as scientific studies show that caffeine intake is associated with a lower risk for AD.**

### Does Coffee Help Manage Asthma?

**The incidence of asthma as a respiratory disease has increased significantly worldwide during the past twenty years. In some industrialised countries the incidence is now as high as 10% (UK) and 14% (Japan) of the population. The beneficial effect of coffee on asthma was known over a hundred years ago and coffee has been used to treat the condition in Scotland since at least 1859 (10). This benefit is confirmed by recent research findings. An Italian study of 72,284 people (11) showed that the incidence of asthma fell by 28% when they drank three or more cups a day. Similar results were observed in the second National Health and Nutrition Examination Survey (12) where, in a group of 20,322 Americans, the incidence of asthma fell by 29% and the incidence of wheeze fell 13%, when regular coffee drinkers were compared with non-coffee drinkers.**

## GIVE YOURSELF A BREAK

**You feel warm, your eyelids are heavy, and your perception of hazards left you miles ago, as did your ability to react quickly, so why are you still driving...?**

**Driving when feeling sleepy causes more deaths and serious injury than drink driving. A safe counter measure to driver sleepiness, especially when a driver has reached the stage of fighting sleep, is to STOP driving, DRINK one or two cups of coffee (containing in total about 150 mg of caffeine) and take a short nap or SLEEP for about 15 minutes.**

## Who does it affect?

**Night work also makes drivers vulnerable e.g. doctors on call or those driving home after night shifts – between 2.00 and 6.00 being the worst period. (7, 8). At around 6.00, drivers are 20 times more likely to fall asleep at the wheel than at around 10.00 (9). Studies suggest that being younger is an important risk factor for sleep related vehicle accidents (about half of the drivers are younger than 30-35 years). Older drivers, and those driving after eating a large lunch, are also vulnerable to sleepiness in mid afternoon. At around 16.00, drivers are three times more likely to fall asleep than at 10.00 or 19.00, the time when our circadian rhythm of sleepiness is least (9).**

**However all of us are very vulnerable to sleepiness if we have had too little or poor quality sleep. Tiredness can easily affect our driving skills and judgements, and if that happens in a built up area, it can be particularly dangerous.**

## GIVE YOURSELF A BREAK

### Recognising the danger signals

Driving can be a frustrating and tiring experience at the best of times. Add in busy roads and often stifling heat and your patience can evaporate very quickly and you can also be detracted from those warning signs of tiredness. Sleep does not occur spontaneously and there is no excuse for falling asleep at the wheel. However, most drivers causing sleep related accidents usually deny having fallen asleep. This is not surprising, as it requires two to four minutes of sleep before any recollection of sleep is possible and most accidents occur when a driver has been asleep for no more than a few seconds. However a micro sleep of only four seconds may have potentially fatal consequences; in that time a car driving at 88 kph (55 mph) will cover approx 30 metres (more than 100 feet) – virtually the length of a tennis court.

There are a number of warning signs that drivers should heed as signs of sleepiness:

- Constant yawning
- Tired or sore eyes or going out of focus
- Difficulty in keeping your head up
- Poor lane discipline
- Slow reactions
- Lack of concentration or day dreaming
- Erratic speed
- Difficulty in remembering the last few kilometers or miles

## GIVE YOURSELF A BREAK

### Drivers lullaby

**Singing or listening to music to keep alert and counteract tiredness Or the benefits of cold air or water on the face, will not do any good to keep you awake. Such measures are often taken when a driver has reached the stage of fighting off sleep. At this point the safe thing to do is to stop driving as soon as possible, take a break for at least 30 minutes, drink a couple of cups of c coffee and take a brief nap.**

### How coffee can help

**Studies show that relatively low amounts of caffeine, 100-200mg, significantly improved alertness in sleepy subjects .Both caffeine and being allowed to nap, significantly reduced major and minor driving incidents, and had a powerful effect in suppressing sleepiness and signs of drowsiness. ( [hyper link to coffee and mental performance](#)) The most effective combination was, during a 30-minute break, to drink one or two cups of coffee, which provides about 150 mg of caffeine and then nap for about 15 minutes.**

### Mind how you go

**Drowsy driving is not illegal but it is just as, if not more, dangerous than drink driving. If you feel sleepy while driving this means you are more likely to crash. Stop, give yourself a break, and make this your wake up call to safer driving!**

## Coffee and Social Pleasure

**But what is the nature of pleasure?**

**For many years, behaviorists believed that pleasure was an irrelevant concept, but as more biological factors such as a pleasure receptor were discovered, psychologists increasingly sought to explain pleasure by way of reward. However, focusing just on the principles of behaviourism does not seem to fit in with the way coffee, in coffee shops and bars, has been used socially for the last 450 or more years. The human reward system certainly does respond to the administration of caffeine, but for true psychological stimulation and pleasure, it is a cup of coffee that is needed.**

**What we see, smell and taste all contribute to making the satisfaction of drinking coffee an experience where the total effect is often far greater than the sum of the component parts. Pleasure v. Stress?**

**Pleasure is one of the main antidotes to boredom. It is an activity that helps reduce the stress and anxiety which is a necessary feature of everyday activities. It is now believed that pleasure plays a significant role in producing a healthy immune system. Stress produces a rise in blood levels of the hormone, cortisol, which causes individuals to feel distressed and helpless with worry whereas satisfying and happy events lead to a decrease in the blood concentrations of cortisol. Caffeine has been shown to induce a positive effect and it is this ability to lift an individual's mood that makes coffee an important source of pleasurable activity and individual happiness.**

## Coffee and Social Pleasure

### Coffee promotes social interaction

**Coffee raises mood, improves our concentration and may even promote the well-being of the immune system, so enhancing our ability to cope not only with life, but to enjoy it. Coffee can also be seen as one of those natural products, which promotes well being and perceived quality of life, without the adverse effects on behaviour, the loss of self-control and intoxication that is often associated with the use of other social agents, such as alcohol.**

**Coffee not only gives us an increased sense of pleasure, and enjoyment of life, but this in turn makes us more than ready to indulge in that most human of activities – social interaction – the sharing of experiences, and the simple but enduring pleasure of enjoying each other's company and conversation.**