

NEWSLETTER | 05.2020

This newsletter is made possible thanks to the generous support of the American People through the United States Agency for International Development (USAID). Its contents are the responsibility of the Producers to Markets Alliance Program and the National Federation of Coffee Growers (FNC), and do not necessarily reflect the opinions of USAID or the Government of the United States.



USAID
FROM THE AMERICAN PEOPLE



coffeeforpeace.org
hub.cropster.com



media@coffeeforpeace.org



COFFEE FOR PEACE IN COLOMBIA

By Willem Boot

...strategy includes the promotion and sales of fully traceable specialty coffee. Through quality improvement and a targeted export...

[Read More](#)

FARMERS, BUYERS CONNECT IN COLOMBIA COFFEE COMPETITIONS

...Colombia—Antioquia's Best Cup and the Best of Cauca—recognized top-performing coffees from farmers in regions...

[Read More](#)

MEET OUR NEW MICRO-LOT PROGRAM

...We hope that customers will benefit from a centralized marketplace to find unique Coffee for Peace micro-lots...

[Read More](#)



WHERE WE WORK ≡



INTERVIEW WITH ≡
MIGUEL MARTINEZ
mayor of Caicedo, Antioquia



SMALL FARMERS ≡
TRAINING PROGRAM



Go Back |

In 2017, the Producers to Markets Alliance Program funded by the United States Agency for International Development (USAID) began exploring options to promote sustainable development for coffee farmers affected by violence in Colombia through an innovative platform created with the National Federation of Coffee Growers (FNC) that includes details about the production and sale of specialty coffee. The production of specialty coffee can be an effective income generating alternative to illicit crop production.



The program’s first fact-finding exploration was by express riverboat over the mighty Magdalena river towards the hidden and bustling town of Santa Rosa del Sur, in the northwest of Colombia. The renowned writer Gabriel García Márquez became fascinated by the magic of Colombia’s greatest river, which he described in several books. Until recently, Santa Rosa in the department of Bolívar, is considered one of the “no-go” areas in Colombia. By now, the circumstances have improved considerably and fortunately the peace process is already bearing fruit.

At the warehouse of a local trader, a young woman delivers a few bags of “pergamino” coffee beans (unroasted coffee in parchment

“THIS MUST CHANGE RADICALLY”

skin) for which she receives a receipt that can be exchanged around the corner for cash. An intermediary trader sells her coffee to an exporter, and then through an importer to a coffee roaster, who sells the beans to customers thousands of miles away. Usually this type of trade is completely anonymous; the origin is basically untraceable and the farmers lose out

financially. For specialty coffee sales to reach levels to make a difference in the farmers’ lives, this must change radically.



Go Back |

of specialty coffee, starting collaborations with formidable trading partners such as RGC Coffee, Trabocca, Atlas and Royal, and roasters such as Cuvée, Farmer Brothers, Panther, and Boot Koffie (The Netherlands). Thanks to these pioneering partners, 2020 is dedicated to the international campaign for Coffee for Peace in Colombia!

Willem Boot



[Go Back](#) |

FARMERS, BUYERS CONNECT IN COLOMBIA COFFEE COMPETITIONS



Best of Cauca winner Rafael Pedrero Suns (center) with Laura Roshanian (left) and Afshin Roshanian of Romania’s CTS - Artisan Coffee.

Earlier this month, two coffee-quality competitions in Colombia—Antioquia’s Best Cup and the Best of Cauca—recognized top-performing coffees from farmers in regions where the Coffee for Peace initiative operates. Here are some of the highlights:

- A team of 26 international cuppers assessed the coffees at both events, followed by an auction selling the top coffees from each competition.
- The full results from both competitions are in the tables below. In total, the auction generated \$212,019.40 USD in sales.
- Green coffee trader Trabocca, a strategic ally of Coffee for Peace, assisted in the promotion of the events and is facilitating the import and distribution of the lots.
- At both auctions and their resulting awards ceremonies, participating farmers had the chance to meet the buyers who had evaluated and purchased the competing coffees. These events are a great way for buyers to develop long-term direct relationships.
- All proceeds of micro-lot and competition sales benefit the producers. Craft Coffee only charges processing expenses and FNC administrative cost.

2020 Antioquia’s Best Cup Auction Results

Producer	Farm & Municipality	Bags (70 kgs)	Price USD/lb	Value USD	Buyer & Country
Luís Alvaro Vargas Urrego	El Jardín, Urrao	10	\$13,50	\$20 833,47	Boot Koffie, The Netherlands
Didier Alexander Murillo Diosa	La Fortuna, Caicedo	10	\$5,75	\$8 873,52	CTS - Artisan Coffee, Romania
Jhon Jairo Murillo Hernández	La Azucena, Caicedo	10	\$7,25	\$11 188,35	CTS - Artisan Coffee, Romania
Omar Javier Serna Restrepo	La Gloria, Andes	10	\$4,25	\$6 558,69	CTS - Artisan Coffee, Romania
Víctor Alberto Pineda Alcaraz	La Cenovia, Caicedo	10	\$5,50	\$8 487,71	Villa Clara, Colombia
Diego Luís Agudelo	El Progreso, Caicedo	10	\$5,25	\$8 101,91	Boot Koffie, The Netherlands
Oved de Jesús Hernández Cifuentes	El Tigre, Urrao	10	\$7,50	\$11 574,15	Café Granja la Esperanza, Colombia
Sindy Vanesa Piedrahita Durango	El Transformador, Caicedo	10	\$5,75	\$8 873,52	Boot Koffie, The Netherlands
Gabriel Ángel Pardo Gómez	El Regalo, Caicedo	10	\$4,75	\$7 330,30	CTS - Artisan Coffee, Romania
Mauricio Roldan Cortés	El Águila, Caicedo	10	\$3,75	\$5 787,08	Boot Koffie, The Netherlands
María Helena del Socorro Gutiérrez Mejía	El Eden, Pueblo Rico	10	\$4,25	\$6 558,69	CTS - Artisan Coffee, Romania
Luis Alfonso Murillo Diosa	La Consentida, Caicedo	10	\$4,75	\$7 330,30	Villa Clara, Colombia
Wilson Sánchez	El Cadillac, Urrao	10	\$5,00	\$7 716,10	Villa Clara, Colombia
Nicolas Rueda Urrego	El Rodeo, Urrao	10	\$3,25	\$5 015,47	Cocora Coffee, Colombia
Fraidiviél Rojas Serna	La Terminal, Altamira	10	\$3,50	\$5 401,27	Trabocca, The Netherlands
María Aurora Serna Ferraro	La Esperanza, Caicedo	10	\$3,00	\$4 629,66	32Cup, Belgium
Daniel Hernández Castillo	El Nido, Urrao	10	\$4,00	\$6 172,88	Cocora Coffee, Colombia
Emel de Jesús Heredia Estrada	El Porvenir, Urrao	10	\$3,25	\$5 015,47	Cafelumbus, Colombia
Luz Marina Restrepo López	La Ilusión, Giraldo	10	\$3,00	\$4 629,66	CTS - Artisan Coffee, Romania
Carlos Hildebrando Hidalgo Quiroz	Tinajitas, Giraldo	10	\$3,00	\$4 629,66	Combs Coffee, USA
		200	\$5,01	\$154 707,81	

2020 Best of Cauca Auction Results

Producer	Farm & Municipality	Bags (70 kgs)	Price USD/lb	Value USD	Buyer & Country
Rafael Pedrero Suns	Los Pinos, Paéz	3,5	\$12,25	\$6 616,56	CTS - Artisan Coffee, Romania
Alirio Penna Quipo	Tierras Blancas, Inzá	2,5	\$8,75	\$3 375,79	CTS - Artisan Coffee, Romania
Jonny Duran Falla	Bella Vista, Paéz	2,5	\$10,25	\$3 954,50	Caffea Roasterie, USA
Marceliano Yugue Ecue	Plan de Guacharaca, Inzá	3	\$8,50	\$3 935,21	Equator Coffees, USA
Jose Ovidio Rojas Cruz	El Palmar, Inzá	2,5	\$5,50	\$2 121,93	Mighty Oak, USA
María Santos Pachongo Yultengo	Los Guadales, Paéz	2,5	\$6,00	\$2 314,83	Caffea Roasterie, USA
Luz Herminda Cuchimba Pachongo	La Esperanza, Paéz	3,5	\$6,00	\$3 240,76	Amor Perfecto, Colombia
Jose Tobias García Yandy	Las Torres, Paéz	3,5	\$5,50	\$2 970,70	Boot Koffie, The Netherlands
Victor Chachuz Guevara	Palermo, Inzá	2	\$6,00	\$1 851,86	Equator Coffees, USA
Jose Abelardo Guar	El Naranjo, Inzá	3,5	\$5,25	\$2 835,67	Clandestino, Australia
Axel Tveten Torres	Riocofre, Cajibío	4	\$9,75	\$6 018,56	CTS - Artisan Coffee, Romania
Hernando Elías Rojas	Piedra Mesa, Inzá	4	\$4,50	\$2 777,80	Granja la Esperanza, Colombia
Rosendo Caldon Zapallo	La Esperanza, Inzá	3,5	\$4,75	\$2 565,60	Clandestino, Australia
Diogenes Muchicon Perdona	El Triunfo, Paéz	2	\$4,75	\$1 466,06	CTS - Artisan Coffee, Romania
Arbey Arnoldo Rojas Sánchez	Buena Vista, Inzá	2	\$4,50	\$1 388,90	Boot Koffie, The Netherlands
Aura Noelba Petevis Finscue	La Gruta, Paéz	6	\$5,00	\$4 629,66	CTS - Artisan Coffee, Romania
Jesús Hernán Salazar Castillo	El Mirador, Inzá	3,5	\$4,00	\$2 160,51	Bocca Coffee Roasters, The Netherlands
Belarmina Pillimue de Salazar	El Girasol, Inzá	4	\$5,00	\$3 086,44	Schuil Coffee, USA
		58	\$6,40	\$57 311,33	



[Go Back](#) |

MEET OUR NEW MICRO-LOT PROGRAM

Go Back |



This month, Coffee for Peace launched our brand-new online micro-lot program on Cropster Hub, sharing unique, delicious, 100% traceable coffees with global buyers.

Here are some highlights from the new program:



- Launched in partnership with Craft Coffees—the specialty division of the Colombian Coffee Growers Federation (FNC)—the site launched with nine coffees from regions where Coffee for Peace operates, with more offerings to be added each week.

- We hope that customers will benefit from a centralized marketplace to find unique Coffee for Peace microlots, and will be able to consolidate these lots with other coffees they are buying.

- Prospective buyers can see farmer information, price, and many more details on the Cropster Hub page for each coffee.

- The coffees sold through the platform are produced through a new supply chain between primary farmer organizations (PFOs) and international coffee buyers. PFOs—and the individual farmers within them—receive training through Coffee for Peace, as well as market

access through the platform to sell their coffee internationally.

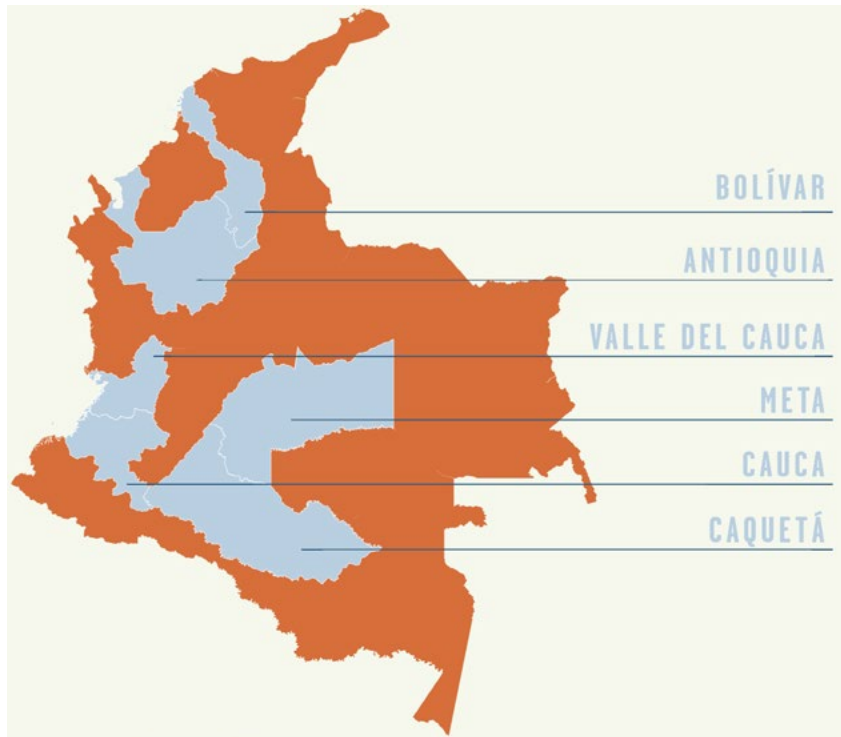
- Craft Coffees, warehoused in Soacha outside of Bogotá, is in possession of all coffees placed on the Cropster Hub site. Samples will be taken from the actual warehoused lots. Once an order is confirmed, the coffees will be milled and then exported within 2-3 weeks.

- Visit Coffee for Peace's Cropster Hub virtual shop to learn more about the coffees and request samples



Go Back |

WHERE WE WORK



Coffee for Peace is financed and supported by USAID's Producers to Markets Alliance program. The program seeks to strengthen legal economies in Colombia's post-conflict areas by supporting the competitiveness of producers of licit products like coffee and cacao. The municipalities where we work are located in six different departments: Antioquia, Bolívar, Caquetá, Cauca, Meta, and Valle del Cauca.

Go Back |

INTRODUCING THE MAYOR OF CAICEDO, ANTIOQUIA

Caicedo is a small municipality in the western part of Antioquia. From the 20 best coffee lots in the 2020 Antioquia's Best Cup competition, nine lots were produced in Caicedo. The town has a population of 8,200 people, and coffee is a vital source of income for its 4,000+ coffee-farming families. The mayor of Caicedo is Miguel Alfonso Martinez Gaviria. We asked the mayor how the cultivation of coffee supports the peace process in his town. "Coffee is of imminent importance to the well-being of our people," he said. "Historically, we are a town of coffee producers. We have been growing coffee for many generations. Overall we have the best possible conditions for growing specialty coffee: a temperate, cool climate, fertile soils, elevations that exceed 1,800 meters above sea level, and above all we have the best coffee growers, for whom cultivating coffee is a way of life. On top of that, coffee brings development to our community. Over the years, Caicedo has been severely impacted by the violence. Coffee helps the economic development in our town, which brings a better quality of life for all of us, which sustains the peace process, and as a result our families can live in better conditions."



SMALL FARMERS TRAINING PROGRAM

Colombia has more than 500,000 coffee farmers. Most producers are smallholders, cultivating their coffee trees on relatively small plots of land measuring less than five hectares. Typically, Colombian producers process their own coffee, from cherries to dry parchment. But unlike estate producers, smallholder farmers lack knowledge and clear processing protocols. In 2018, [USAID's Producers to Markets Alliance](#) program created the Micro-Processors Good Practices initiative. For this purpose, we partnered with a team of processing experts from the [Colombian Coffee Growers Federation FNC](#), [Tecnicafé](#), and

Cenicafé, Colombia's renowned National Coffee Research Center, to identify 17 critical quality criteria and to develop a comprehensive training system for the production and processing of washed coffee. As of April 2020 we are finalizing the second version of educational posters that explain in detail the critical parameters of quality in the cherry - to parchment production process. To date, more than 2,500 farmers have been trained, and the impact on quality and on cup scores has already been significant.

