

KAFFEE-FACTSHEET TRENDSETTER



CHARAKTER

Schönes, ausgewogenes Säure-Süsse-Spiel, verbunden mit einem ausgeprägter Körper.

ROHKAFFEE

BESCHAFFUNG

Direct Trade

HERKUNFTSLAND

Single Origin: Kolumbien

REGION

Santuario, Risaralda

PLANTAGE

Asocafe, Tatama

ANBAUHÖHE

1300 - 1900 m.ü.M

SORTE

Arabica

VARIETÄT

Caturra, Castillo

VERARBEITUNG

Gewaschen

PACKUNGSGRÖSSE(N)

250 g

Red Associations Santuario, Colombia

In May 2017, we met with two coffee producer groups in Pitalito, Huila, to understand what is preventing farmers from accessing the specialty market. These groups represent almost 300 families, around 660Ha of coffee farmland, and around 1 million kg of coffee (parchment) production each year. Despite good production levels, income from coffee for these families dropped to unsustainable levels in the past few years. They face a crossroad; either find alternative means of income outside coffee, or find a more stable and sustainable market. During these discussions we heard farmers describe their core challenges: a lack of key infrastructure; and lack of stable prices to provide certainty for investment in improved quality. Together, we also uncovered a wide gap between how coffee quality is discussed and measured at the farm level compared with the roasting end of the value chain. To address these challenges, we launched the Red Associations. With the new infrastructure in place, we are able to pay individual farmers a minimum fixed price of 1M COP/carga of dry parchment coffee they produce through a community lot. This price results in dou-

ble the household income of a typical coffee producing family, compared with the average income in the regular market over the past 5 years. Once the new infrastructure is built, fixed price payments can get directly to producers through a transparent system. The goal is to achieve stable and sustainable prices for community coffee lots through improved quality control, shared knowledge, and a connection to the specialty coffee market. Red in Spanish means network, representing the producers and roasters working together to create a sustainable value chain. Red Associations Santuario is an association made up of 218 producers from the region surrounding the town of Santuario, Risaralda. Both land mass and production scale vary from producer to producer, and the altitude covered by the association as a whole sits between 1300 and 1900 MASL. The municipality itself is located in the West of the department, 62 km from the region's capital, Pereira, and anchored at the foot of the Tatama National Park.

