



# khipu

2022/23 — EDITION 1

**PERUVIAN COFFEE  
HARVEST 2022/23  
GUIDE**

# FROM THE EDITOR

This guide on Peruvian coffee is to highlight all of those in Peru who are playing an important role in the current coffee boom. From specialty coffee producers, cooperatives, associations and organisations in Peru, we want to highlight who they are, what they have to offer, and why you might be interested.

Khipu Coffee was born from the passion and excitement surrounding coffee culture in Peru. From visiting family over the last few years in Peru and seeing the development of the specialty coffee scene in multiple cities, it was obvious to me that something was brewing!

Peru's diverse landscapes, boasting ten distinct coffee regions, result in a myriad of microclimates, altitudes, soil types, plant species, and ecosystems. This biodiversity lends itself to the expression of unique coffee flavours that excite baristas and roasters, as the opportunity to be pleasantly surprised with what you're expecting and what you taste is always on the table.



Influenced by my Peruvian heritage and childhood experiences, I'm dedicated to continue sharing the unique aspects of Peruvian culture with the UK. Khipu Coffee's values are deeply rooted in sustainability, traceability, and accountability, which are essential in preserving the environment and supporting local farmers.

The Khipu itself, an artefact from the Inca Empire, used to record agricultural crops, trade routes, astronomical cycles and much more is a way for us to represent the coffee supply. The people involved at every stage and representing all of those who make it happen from bean to cup.

Our mission is to push the boundaries of Peruvian coffee, giving it the same recognition and respect that Peruvian cuisine has had on the world stage. Your appreciation and commitment to Peruvian coffee can help make this a reality.

Personally, I believe that Peru has some of the best coffee in the world and our goal is to introduce these exceptional flavours to the UK.

By maintaining close contact with producers and providing a platform for their outstanding coffee, Khipu Coffee aims to showcase the vibrant culture and extraordinary flavours of Peru, while supporting the people and communities that make it all possible. Everyone featured in this guide we have met personally, either at their farm, in their offices, in coffee shops or at coffee expos

*Mark Russell*

Founder, Khipu Coffee

## Features

- 03  
**Edwin Quea Paco**  
Award Winning Coffee Professional
- 13  
**La Chacra D'Dago**  
The Only Certified Biodynamic Farm in Peru
- 17  
**Coopchebi**  
Over 50 Years of Excellence
- 19  
**Choco Peru**  
Supporting Native Amazon Communities
- 20  
**Finca Rosenheim**  
Coffee Paradise in Villa Rica
- 24  
**All Coffee Peru**  
New Beginnings for Specialty Veterans
- 26  
**Marcos Hererra**  
Next Generation of Coffee Growers
- 28  
**Alpes Andinos**  
Consistency & Quality
- 29  
**Finca El Morito**  
The Story of David Flores
- 31  
**La Prosperidad de Chirinos**  
A Cooperative Powerhouse



# CUP OF EXCELLENCE



## Peru's Path to High-Quality Coffee Production

Peru's specialty coffee production has surged due to the Cup of Excellence competition, driving international recognition and boosting exports from £5.6m to £36m between 2016 and 2019.

Since 2000, Peru has been producing high quality coffee and over that period of time the compounded investments have fueled the development of specialty coffee in the country and earned its recognition with the introduction of the Cup of Excellence in 2017.

This event has attracted global buyers and expanded the domestic market with 300 specialty coffee shops and 100 roasting companies now in Peru.

Dwight Aguilar, a top Peruvian coffee producer, has won the Cup of Excellence twice, in 2018 and 2021, allowing him to invest in his farm and equipment.

**He said, "I have been dedicated to coffee farming for more than 20 years, and before the Cup of Excellence, this activity was not profitable due to the low prices of coffee. What I learned was barely enough to feed my family."**

His coffee has been bought by companies like Maruyama Coffee, Supremo Coffee, Harrods, and now Khipu Coffee too.

For Peru to meet rising demand the competition is bringing consistent quality and diverse coffee profiles are needed, particularly in regions like Amazonas and San Martín in the North of Peru.

This has led to organisations like Central Cafe y Cacao, responsible for bringing the Cup of Excellence to Peru to suggest an agenda of genetic enhancement of traditional varieties to fight leaf rust, pest resistance, and state financing for specialty coffee expansion.

Producers and professional organisations alike must continue to develop and supply global markets and support organisations like Rikolto, an Non Governmental Organisation who have been working with sustainable food systems, having trained many cooperatives since 2011, helping them meet international demands.

In short, Peru's high-quality coffee success stems from investment, Cup of Excellence recognition, and industry professionalisation.





**Dwight Aguilar Masias**



# PERUVIAN EMBASSY UK

Across Peru, from Puno to Piura, you'll find amazing coffee with a variety of delightful flavours that'll take you around the coffee wheel. As the 9th top coffee producer and exporter in the world, Peru's specialty coffee has a strong foundation.

From the dedication of our coffee farmers, in 2022, Peru exported a whopping 250,500 tons of coffee, worth more than £1 billion! This impressive achievement marked a significant increase of 29.4% in volume and 60.5% in value compared to 2021.

In the past year, Peru, alongside Ethiopia, emerged as the top global producer and exporter of organic coffee.

This achievement encourages the continued promotion of the coffee industry, which employs over two million

Peruvians across the agricultural supply chain, supporting around 230,000 families. Thanks to farmers' persistent efforts, Peru has gained recognition as a key player in producing high-quality specialty coffees.

Recognising coffee's importance to Peru's exports, the Peruvian Embassy in the UK seeks to promote coffee through the Trade Promotion program, aiming to position Peruvian products in the British market.

Each August, during Peruvian Coffee Day, the Embassy hosts a tasting event for coffee traders and enthusiasts to explore and appreciate the diverse aromas, flavours, and notes of Peruvian coffee.

We encourage coffee lovers to stay connected and join our events for a taste of Peru, as we'd love to hear your thoughts.

We believe the exceptional Peruvian coffees showcased at London Coffee Festival 2023 will pique your interest in our high-quality products and, more broadly, in Peru as a gastronomic and cultural destination.

If you'd like to stay connected with the Peruvian Embassy or keep up to date with their events and initiatives, here's how you can get in touch and follow them on social media:

**Facebook:** @PeruvianEmbassyinUK

**Instagram:** @peruembassyinuk

**Twitter:** @PeruInUK

**YouTube:** Embassy of Peru in the United Kingdom

**Website:** [gob.pe/embajada-del-peru-en-reino-unido](http://gob.pe/embajada-del-peru-en-reino-unido)

**Juan Carlos Gamarra**  
**The Ambassador of Peru in**  
**the United Kingdom**



[www.peru.info](http://www.peru.info)



# PUNO

Let's start from the South, in Puno.

Known for Lake Titicaca and the mysterious Hayamarca stone portal, Puno boasts the highest lake in the world (3810 masl). Blessed with high altitude provinces across the region, here you'll find the perfect environment for coffee cultivation, with Puno producing 6,940 tons across 10,858 hectares yearly.

Smallholder farmers like those in CECOVASA, a co-operative, contribute to Puno's coffee fame, including the popular Tunki Coffee.

Puno's Sandia Valley is teeming with 1900+ masl coffee, and CECOVASA's dedication to sustainability has led to Fair Trade, Organic, and Rainforest Alliance certifications.

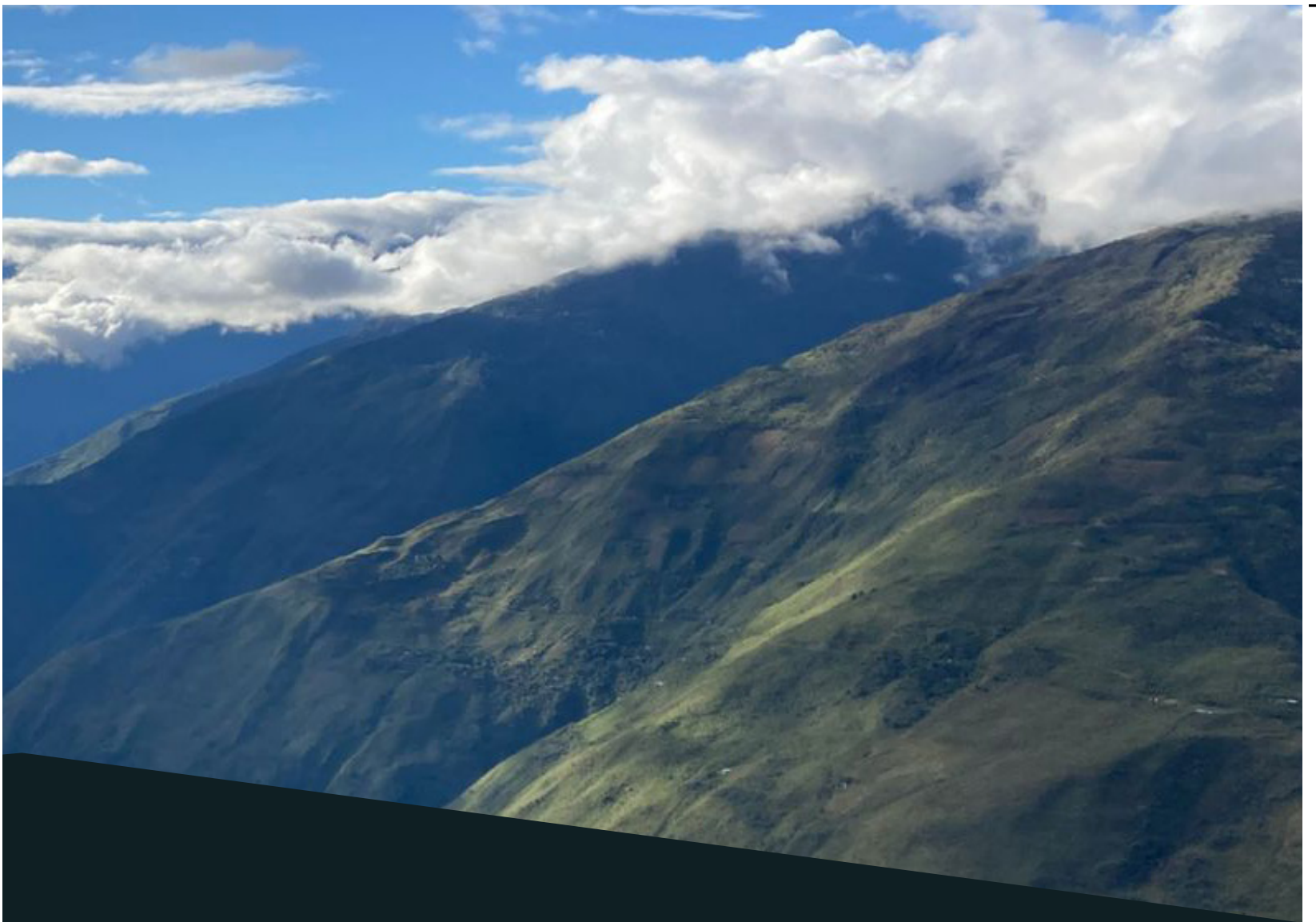
Caturra, Typica, and Bourbon are the dominant varieties in the region, with Bourbon's popularity surging due to a UN initiative in the 1980s that promoted its cultivation.

In Puno's high-altitude treasure town, Alto Inambari, lies Vicentina Phocco Palero's award-winning coffee farm, a producer

who is collaborating with the Tupac Amaru cooperative while single producers include Raul Mamani, a famous producer in Peru known for his washed Geisha.

Puno, a relatively unexplored gem, offers remarkable and off-the-beaten-path coffee experiences – an essential destination for coffee enthusiasts in search of distinctive flavours and tales.





Bordering Puno we have Cusco, famed for its Inca heritage and proximity to Machu Picchu, Cusco thrives at an astounding 3,400 masl. This high-altitude marvel produces 30,381 tons of coffee annually across 53,580 hectares.

Cooperatives like Valle Inca, founded by Prudencio Vargas Saenz, support the region's exceptional coffee farmers. Valle Inca focuses on fair prices, improved quality, and access to certifications, with over 100 members and growing.

Cusco's renowned coffee areas include Calca, along the Inka Trek, and La Convencion beyond Machu Picchu. Many farms are tucked away in remote highlands, above 2,000 masl.

An honorary mention must go to the Three Monkeys collective, established in 2013. This group has been instrumental in advancing Cusco's coffee scene.

Operating coffee shops in the city centre and collaborating with a network of skilled professionals, they have successfully

showcased the region's best coffee.

The collective has also ventured into coffee producing, with one of their farms placing in the top 20 at last year's Cup of Excellence, featuring a washed Orange Geisha.

# CUSCO





PRODUCER  
**EDWIN QUEA  
PACO**

One of those being Edwin Quea Paco. It brings us great excitement to also announce that we will be introducing three exceptional coffee varieties from Edwin, an award-winning coffee producer and certified Q Grader.

These varieties include Red Bourbon, Mundonovo, and Typica, all of which are grown on Edwin's 3.5-hectare farm, Finca Chiriloma. The farm is located in the Quellouno District of La Convencion province.

The unique climate, volcanic soil, and monsoon winds contribute to the exceptional quality and remarkable cup profiles of the coffee produced in this region with notes being famous for mandarin, mango, hazelnut, and caramel.

**Edwin's story began on his family farm in Puno, where he developed a passion for coffee.**

Despite facing initial scepticism from friends, he pursued his dream, completing his Q Grader certification and working in various roles within the coffee industry. In 2018, Edwin and his wife, Nory Quispe,

purchased land in Cusco and established Finca Chiriloma. Together, they planted 1.5 hectares of Geisha, Bourbon, and Typica coffee varieties.

Driven by their shared passion, the couple meticulously hand picks all the coffee and cultivates it with care. In their first year of production, they secured 4th place in the prestigious Cup of Excellence Awards.

Finca Chiriloma is committed to sustainable and organic farming practices, preserving the primary forest and supporting local biodiversity. The Specialty Coffee Association of Quellouno (SCAQ) supports local coffee producers in the region like Edwin and Nory, who cultivate various coffee varieties between 1,850 and 2,100 masl.

By 2022, Edwin and Nory expanded their company to include a state-of-the-art coffee lab and training facility. Edwin's certifications as a Q Grader, Q Processor, and Cup of Excellence Judge, along with his years of experience as a barista, further demonstrate his expertise in the coffee industry.


Edwin wants roasters to appreciate the quality, organic production, and expert care behind his coffee.

**The farm has consistently produced award-winning coffee, from the Cup of Excellence in 2021 to two gold and one bronze medals in an international coffee competition in Paris in 2022.**

With this coffee now available in the UK, coffee enthusiasts will have the opportunity to experience the extraordinary flavours and dedication to sustainable coffee production that Edwin Quea Paca and his wife Nory Quispe embody.

Edwin from La Convencion is not the only one to receive national and international recognition. Dwight Aguilar Masias also achieved an impressive double victory in the Cup of Excellence, scoring 90+ points with his washed Geishas. Additionally, there is a friendly rivalry between Cusco and Cajamarca producers to see who will claim the top spot at the annual Cup of Excellence competition.





Finally, in the South you have Ayacucho, steeped in history and known for the decisive Battle of Ayacucho in 1824. The region produces 3,875 tons of coffee per year across 5,866 hectares.

CACVRA, a prominent cooperative, was established in 1969 and represents smallholder farmers in the Valley of the Rivers Apurimac, Ene, and Mantaro, known as VRAEM. Ayacucho has slowly recovered from 1980s political conflict, and through microfinance, crop diversification, and community development, cooperatives have helped the region regain stability.

El Quinacho, another influential cooperative, is based in the VRAEM. Boasting Organic, Fairtrade, and UTZ certifications, this cooperative supports around 450 conventional and organic smallholder farmers.

While Ayacucho's coffee scene is still emerging, Pedro Nahui Atao, a coffee professional, plays a crucial role in improving quality and promoting higher-scoring varieties like Typica and Caturra. As Ayacucho's coffee industry continues to grow, it's only a matter of time before it earns a place among the Cup of Excellence winners.

REGION

# AYACUCHO





PRODUCER

# RELINDA CHÁVEZ

In the Tintay Puncu district of Huancavelica, Peruvian coffee farmer Relinda Chávez bravely resists narcoterrorism and illicit coca leaf production. In 2021, her dedication was rewarded when Saba Café, founded by brothers Ricardo Poma and Oscar Martínez, began selling her coffee in Lima.

**After being named Best Producer of the Year at the 2022 Summit Awards, her coffee story captivated us at Khipu Coffee, leading us to collaborate with Saba Café to bring her coffee to the UK.**

Saba Café is committed to enhancing the quality and value of coffee produced by small farmers like Relinda by refining their production processes. Simple, low-cost improvements, such as better cherry sorting and pulping techniques, have significantly elevated the quality of Relinda's coffee.

Sharing these methods with fellow producers Pelagio Benavente and his daughter Linda Benavente, they too strive for similar success.

**Relinda's, Café Paraiso, grows 90% Red Caturra and 10% Typica coffee varieties at 2,350 masl, one of the highest coffee farms in Peru!**

The farm is named after the Quechua word Huayllaanakuy Waqta, meaning "the slope where they are to make hugs," as it was a meeting place for Relinda's family after years of exile due to terrorist violence.

In 2023, Saba Café aims to reach more Tintay Puncu producers, intending to boost the production of at least five farmers and connect them to markets in Lima and beyond, visiting London in April.

The London Coffee Festival presents a unique opportunity for Saba Café and Khipu Coffee to generate global demand for coffee from the VRAEM region. This exceptional coffee serves as a beacon of hope, highlighting the potential of coffee production as a viable alternative to illicit crops.



# REGION

# JUNIN

---

Moving up slightly we start to enter a more tropical climate with regions such as Junin, Pasco and Huanuco.

Junin boasts diverse landscapes, from mountains and valleys to lakes and forests. Its famous Lake Junin, or Chinchaycocha, is Peru's largest lake. The region's coffee grows in the mountain and jungle areas, benefiting from an average temperature of 77°F.

Junin produces around 47,000 tons of coffee across nearly 80,000 hectares annually. Chanchamayo and Satipo, two

renowned coffee-growing areas, feature fruity, chocolate, and caramel notes.

Kaffee Satipo, a cooperative established to manage community coffee projects, has achieved success in the Cup of Excellence awards and exports high volumes worldwide.

Meanwhile, Cooperative Agraria Cafetalera Pangoa (CAC Pangoa) has focused on promoting organic coffee growing since 1977, supporting members in transitioning to organic farming and obtaining certifications.

CAC Pangoa has also ventured into carbon credits, cacao production, honey, timber, and eco-tourism, diversifying income sources for its members. Junin has seen numerous Cup of Excellence winners, but the Ashi coffee from Chanchamayo stands out for its Impact Farming concept and REDD+ Initiative by Shared-X, aiming to combat Amazon deforestation.







# CENTRAL CAFÉ Y CACAO



An interesting development this year involving a cooperative from Junin is the exporting of coffee cherry skin, known as the cascara/husk. This naturally dried coffee cherry can be infused and is becoming very popular as a health drink and as a natural alternative to high caffeine energy drinks.

Satinaki from Chanchamayo and Valle de Incahuasi from the VRAEM region have partnered to supply 6 tons of organic coffee husk to German company Knauer & Knauer, marking a significant development for Peru's coffee industry. Supported by the USAID-funded Special Coffee Community (CCE) project. The shipment fulfilled Munich-based Knauer & Knauer's demand.

Geni Fundes Buleje, Central Café & Cacao General Manager and CCE project Director, highlights the achievement as the beginning of a supply chain benefiting numerous Peruvian coffee-growing families. Coffee husk, once discarded, is now in high demand for its antioxidants and natural caffeine.

David Fundes Buleje, Satinaki's Manager, estimates that coffee husk could boost income by 20% per quintal (46kg) of coffee for each producer. However, the coffee must be specialty and organic, undergoing up to 28 chemical and physical laboratory evaluations.

Alparuru, the exporting company, is preparing another shipment for Germany and receiving interest from buyers worldwide. In Peru, Central Café & Cacao, with Pro Innóvate's support, is developing a functional drink based on coffee husk, following the EU's authorisation for its sale as a food product.

Satinaki, a pioneer in processing coffee husk in Peru, faced several challenges in exporting the product. "We started from scratch, learning from each mistake until 2018, thanks to the support of the German Cooperation Agency (GIZ), we were able to develop a protocol for obtaining the husk," explains David Fundes Buleje.

**"But there was another barrier to overcome: coffee husk was a novel food in the European Union, so there was no regulation for its entry. Finally, in January 2022, its regulation was given, allowing many companies worldwide to start a supply chain to supply coffee husk."**

Securing this resource is challenging, as the coffee husk can only be used if the cherry's pulp is of high quality. This requires the involvement of coffee farmers to be dedicated to producing top-notch coffee, such as those from the Satinaki and Valle de Incahuasi cooperatives. They must hand-select only the ripe coffee cherries to make sure the skin is flavoursome.

To process the coffee husk, it must be sun-dried until its moisture content decreases to 8%. This step must be performed cautiously to prevent mould infestation due to the jungle's humid climate. Additionally, it is essential to ensure that this byproduct is free of harmful substances and adheres to organic certification standards before being permitted entry into Germany.

By expanding the coffee husk market, Peruvian coffee farmers are not only increasing their earnings but also gaining expertise in a distinctive process within the country. Furthermore, this emerging industry offers consumers an alternative natural energiser, rich in antioxidants, which is anticipated to transform caffeine consumption globally.

## Peruvian Coffee's New Boom: Organic Coffee Husk Exports to Germany





PRODUCER

# LA CHACRA D'DAGO

**Leading the way as the only biodynamic coffee farm in Peru.**

Chacra D'Dago, the only certified biodynamic coffee farm in Peru, is revolutionising sustainable coffee production by integrating the principles of biodynamic agriculture. Established by Dagoberto Marin, this third-generation coffee producer has evolved over the years, prioritising innovative cultivation methods, strict quality control, and unique fermentation processes to deliver exceptional coffee.



With organic and biodynamic certifications from Demeter, Chacra D'Dago is a leading figure in environmental conservation, community engagement, and biodiversity preservation within the coffee industry.

Initially founded in 2005, the Marin family's journey began with conventional agriculture in the 1950s, which emphasised production over quality and relied on chemical methods.

The second generation, in the 1990s, marked a transition towards organic agriculture, using 100% organic techniques to protect the forest flora and fauna alongside the coffee crops.

The current generation, guided by the teachings of Dr. Rudolf Steiner, adopted biodynamic agriculture in 2005.

**This method transcends organic practices, incorporating the astronomical calendar to schedule fertilisation and composting processes, fostering a harmonious balance between the farm, the environment, and the cosmos.**

Biodynamic agriculture is a holistic approach to agriculture that connects the relationship between soil, plants, and animals. It focuses on improving soil fertility, maintaining ecological balance and promoting biodiversity.

**Chacra D'Dago's coffee growing practices are based on these principles, ensuring that the farm's ecosystem remains healthy and resilient.**

This approach goes beyond organic principles, advocating for a more spiritual and connected way of being within the world. At Chacra D'Dago, each organism plays a fundamental role in maintaining a healthy ecosystem.

The farm is home to a wide variety of trees, animals and wildlife, ensuring a richness and diversity in the manure that leads to a higher mineral content in the soil and superior coffee quality.

In addition to coffee, the farm also grows vegetables, macadamia nuts, orchids, and maintains four ponds with more than 3,000 tilapia and other fish species.



The mineral-rich algae from these ponds are mixed with compost and then turned into manure to further enrich the soil.

Cesar Marín, Dagoberto's second eldest son, often refers to the term "biodynamic preparations" which he calls "medicine" for the soil. One of the specific methods is the Preparation 500 used by his family, which consists of filling the cow's horns with manure without straw so that there are no air spaces inside and they are buried during the winter.

Then the contents are taken out of the horn and stored in a dry place. During this process, the preparation accumulates the minerals and takes advantage of the cosmic energy, which is released into the soil. This preparation is a powerful stimulator of general growth of the root tissue system and helps to protect the balance of the soil.

Cesar and his family believe that adopting a biodynamic lifestyle is a means to "remember who you are" and rekindle your connection to the natural world. Drawing on the ancient agricultural practices of the Incas and the Aztecs, they believe in

the need to learn from nature instead of imposing mechanistic human methods on it.

**This harmonious approach to farming and life has allowed the family to create a sustainable and prosperous coffee farm that produces delicious and high quality coffee.**

They practise innovative farming techniques such as crop rotation, cover crops and composting to improve soil health. They also employ natural pest control methods, such as introducing beneficial insects and growing pest-repelling plants.

By combining the principles of biodynamic agriculture with innovative fermentation techniques, Chacra D'Dago are becoming a pioneer in the coffee industry.

Their experience crafting distinctive flavour profiles through various fermentation processes is a testament to their dedication to quality and sustainability.

A few of their exceptional offerings include

**- Anaerobic Slow Drying (ASD) Process:**

The Catigua variety undergoes a unique ASD process, where the coffee cherries are fermented for 140 hours in Grainpro bags and dried for 20 to 25 days on African beds. This painstaking process results in a complex and fruity flavour profile, with only 50 exportable bags available each harvest.

**- Supernatural Process (Carbon Maceration):**

The Yellow Obata variety is fermented anaerobically in a tank inoculated with CO<sub>2</sub> and dried on raised beds in the sun for 20 days. This carbonic maceration process produces a distinctive and vibrant flavour. Only 20 exportable bags are available each harvest.

**- Skin Contact Process (Honey):**

The Catigua and Yellow Obata varieties are fermented without water for 3 days at 10°C with the Geisha variety skin in GrainPro bags, then dried on African beds for 25 days. This honey process creates a sweet and balanced flavour profile, with 50 exportable bags available every harvest.









Chacra D'Dago not only excels in fermentation techniques but also implements cutting-edge washing and drying practices to enhance the quality of their coffee. They offer a traditional washed process from their farm and are currently collaborating with nearby organic farms to obtain biodynamic certification and establish communal lots.

Hector Marin, the eldest son, is responsible for overseeing coffee processing, quality control, and experimenting with new processes. The farm employs a rigorous quality control process that involves selective hand picking of the coffee cherries, followed by a two-step sorting process to ensure only the ripest, flawless cherries are selected. These cherries are then the ones that are used throughout its different processes.

**Cesar along with his siblings continue the family's legacy of coffee production with La Chacra D'dago, the first and only independent farm in Peru to be certified biodynamic.**

Cesar has been involved in numerous Slow Food projects and is a key figure in the Slow Food Coffee Coalition, which connects producers, roasters and others in the coffee industry to promote good, clean and fair coffee practices.

**Chacra D'Dago believes in supporting local communities and preserving the region's biodiversity. They provide fair wages and training to local farmers, promoting economic growth and social development.**

In addition, they maintain a diverse agroforestry system, growing shade trees and native plants that foster a thriving habitat for birds, insects, and other wildlife.

By planting native and exotic fruit trees, the farm creates a balanced soil for maximum fertility. These trees also help feed the birds, which in turn control the insect population, eliminating the need for pesticides and promoting a sustainable, self-nourishing environment.

The success of Chacra D'Dago demonstrates that sustainable and biodynamic agriculture is not only viable but can also produce exceptional coffee that meets the highest standards of quality and taste.

By embracing the principles of biodynamics and fostering a strong connection with nature, Dagoberto's family has created a blueprint for the future of coffee farming that prioritises environmental stewardship, community engagement, and innovation.

In short, Chacra D'Dago serves as an exemplary model for growing sustainable coffee in a rapidly changing industry.



## COOPERATIVE

# COOPCHEBI

Junin boasts a wealth of coffee producers and cooperatives very tuned into sustainable practices and one with a long history dating back to the 1940s is Coopchebi.

**Founded in 1942, Coopchebi is a cooperative consisting of 150 farmers in the Junín and Pasco regions of Peru.**

Built upon a robust foundation of family values and principles, the cooperative draws inspiration from Hector and Rosa, farmers who migrated from the Northern region of Cajamarca to the Central Jungle of Junín.

These pioneers established the region's first school on their farm and, through sheer perseverance and determination, opened roads that connected the area.

Under the leadership of agricultural engineer Felix Marin, Coopchebi provides a range of services from technical advice to processing and export assistance, fostering a love for coffee and responsible farming practices through experience tourism and environmental conservation awareness.

They also offer its members access to new trucks for coffee collection and opportunities to learn about different coffee processing methods, which helps them to improve the quality of their product.

In addition to leading Coopchebi, Felix Marin also serves as the president of the National Coffee Platform in Peru. Through this position, he has been able to secure low-interest loans for coffee growers and provide support for community development in areas such as health,

education, COVID prevention, road improvement, and emergency assistance.

In 2019, Coopchebi faced a crisis when many farmers replaced coffee trees with illegal coca plants, leading to severe social and environmental consequences. To counter this issue, the cooperative encouraged high-quality coffee varieties that were more profitable than coca plants and provided training programs to farmers' families.

Coopchebi collaborates with local authorities to improve infrastructure and encourages community development and support, ensuring that their coffee is ethically produced, organic, and environmentally friendly.


The Montes and Marín families, integral members of the cooperative, cultivate various coffee varieties, including Geisha and produce organic, high-scoring coffee.

Coopchebi has won numerous awards, including gold and silver medals at prestigious events such as AVPA in Paris and EXPOCAFE in Peru. The cooperative continues to innovate, producing micro-lots of specialty varieties like Yellow Caturra, Red Caturra, and the highly coveted Geisha.

Khipu Coffee has brought over two of Coopchebi's coffees, the Black Honey Geisha from Felix Marin and a Natural Bourbon, Catimor, Caturra from the Montes Family. Coopchebi, through its unwavering dedication to excellence and responsible practices, ensures that the legacy of sustainable, high-quality, and ethically-produced coffee endures for generations to come.







North of the Junin border you'll find Pasco, a region steeped in history and home to a variety of coffee-growing areas, with Villa Rica and Oxapampa being the most prominent. The region is rich in cultural diversity, with native Yanessa people, Andean settlers, and Austro-German settlers all living in harmony and cultivating coffee.

The whole region of Pasco produces 10,094 tons of coffee across 10,794 hectares annually. Villa Rica Golden Coffee, a cooperative with over 200 members, is a key player in the region. Members come from different backgrounds and employ various agricultural practices, such as shade-grown coffee and intercropping, to preserve the area's biodiversity. This area is also known for conventional coffee and large monocrop farms only producing coffee that tend to rely heavily on fertilisers.

Coffee in Pasco is grown at elevations between 1,200 and 1,800 masl, with Bourbon, Caturra, Catimor, and Pache being popular varieties.

Beyond the coffee farms, Villa Rica offers a captivating experience for visitors, providing a chance to delve into the coffee culture and learn about the production process.

There are several farms and coffee experiences available to explore in Villa Rica. Moreover, the area also offers exciting activities such as bird watching, trekking, cycling, and adventure sports, making it a perfect destination for adventure seekers and nature lovers.

## REGION **PASCO**

---





# COOPERATIVE CHOCO PERU

Choco Peru stands as an extraordinary social enterprise at the helm of Peru's green cacao and coffee economy, focusing on the sustainable development of the Amazon and its native communities.

Founded by the tenacious female entrepreneur, Jesica Ortega Castro, Choco Peru has partnered with Marvin Zeifman of Organic Rainforest Foods to expand into the production and distribution of both conventional and specialty Organic and Fair Trade coffee, as well as organic cacao, organic sugar, panela, and vanilla.

Jesica, a lawyer and devoted mother to her autistic daughter, expertly oversees Choco Peru while championing ethical practices and environmental stewardship.

**In collaboration with Marvin, they work closely with indigenous Amazonian communities to cultivate a sustainable and rewarding relationship for their members, supplying crucial electricity and water access when needed.**

Choco Peru's coffee is grown in the Junin Province of Pangoa and Villa Rica in the

Pasco region, with elevations ranging from 1,200 to 2,000 meters above sea level (MASL). Their beans exhibit a delightful sweetness and aroma, achieving cupping scores of 82-83 for their conventional coffee and select specialty microlots reaching 84-87. Their coffee varieties include Bourbon, Caturra, Geisha, Catimor, Pache and Catuai.

Having worked with the same families for over 28 years, Marvin and Jesica instill sense of unity and growth with their members.

By adopting a direct sales model, they empower local farmers to sell their coffee, cacao, ginger, and vanilla directly to consumers, eliminating multiple middlemen and only working with partners who offer value across their supply chain.

This approach allows farmers to receive a more significant share of the profits and connects them with customers who value the hard work, dedication, and sustainable practices behind each product.

Choco Peru's history is one of collaboration between the company and the farmers, with the latter playing a crucial role in the

production process. The coffee beans are collected, washed, and dried using pure mountain water, ensuring a top quality product. Their coffee features a sweet taste and chocolaty flavour, distinguishing it from other varieties.

**Supporting over 100 producers within the organic coffee group, Choco Peru continuously embarks on new projects.**

Their dedication to environmental and social responsibility, combined with their quality coffee and other organic products, has created a transformative impact on the native communities of the Peruvian Amazon such as the Ashaninkas and Yanesha people.

By fostering a green economy and prioritising fair trade practices, Choco Peru is not only shaping a brighter future for these communities but also offering consumers around the world an opportunity to taste the unique flavours of the Peruvian rainforest.





# PRODUCER FINCA ROSENHEIM

## A Coffee Paradise in Villa Rica

One coffee producer who grows Caturra and Catimor is Mark Bolliger from Finca Rosenheim. Finca Rosenheim is a family-owned coffee farm that produces high quality coffee and natural honey.

Surrounded by beautiful landscapes, the estate has 40 hectares of coffee plantation at an altitude of 1,600 masl.

The coffee produced in Villa Rica is a coffee of high altitude, providing perfect conditions to obtain a special coffee with an excellent cup, fragrance, and aroma to fruits and chocolates, and notable acidity.

Mark Bolliger manages Finca Rosenheim, which was bought by his family in 1998 and began coffee production in 2004. They export their coffee annually and are medium-sized producers with 36 hectares of coffee in production, producing an average of 41,400 kilos of green coffee per year.

**In the last few years, Mark wanted to know whether it is possible to increase the intensity of aroma and flavour through prolonged fermentation, and created their innovative 200 Hour Nanolot.**

This unique coffee undergoes a 9-day controlled anaerobic fermentation, resulting in an intense fragrance and fruity sweetness.

The washed beans are placed in GrainPro bags and submerged in cold water for 200 hours, allowing microorganisms to thrive and enhance the coffee's flavour. After fermentation, beans are washed and dried using drum dryers, taking 36 hours of drying time and 4 days per batch.

This special coffee is only possible due to the low temperatures they have during the harvest season but also the cleanliness and good selection of the coffee they make sure to choose.

Mark learns about coffee production from various sources, including their neighbours, workers, as well as books and manuals on technical coffee production. He wants coffee roasters to understand that the 200-hour coffee is a special coffee and a product of experience and experimentation.

Apart from the 200 Hour Nanolot, Finca Rosenheim is famous for its sweet aroma, chocolate flavour, light body, and acidity, achieving the perfect balance that coffee lovers are looking for.

They export most of their coffee to Germany and have total control of the quality, from the seed in their nurseries and the plants in the field. They undertake the harvest, fermentation, and drying process in their facilities at the farm, guaranteeing the quality of the final product.





## REGIONS

# HUANUCO

Finally in Central Peru we have Huanuco, a vast region with a variety of diverse climates, ranging from the eastern Andes with Huanuco Pampa, an Inca settlement, to the western Tingo Maria, known for its national parks and rare bird species.

Huanuco has 16,202 coffee-growing hectares, producing 7,850 tons of coffee per year. The Dos de Mayo province, located just west of the Andes, is a popular coffee-growing area, with the Vizcarra River playing a crucial role in the region's coffee cultivation.

Some of the best coffees from Huanuco include those produced by Clomalda Salvador Valverde from Dos de Mayo province. Alongside her husband, Primitivo Nolasco, they represented women coffee growers ranked in the top 20 with a washed Geisha scoring 87.2 in the 2020 Cup of Excellence.

Clomalda has been growing coffee at 1,600 metres above sea level for over 10 years on her 3-hectare farm, cultivating Caturra, Catimor, and Geisha varieties.

Clomalda and her husband are part of the Alianza Cafe Project, which partners with the US and Peruvian government to improve coffee growing and cultivation in the region and transition farmers from coca leaf to coffee.

This project has been highly beneficial for Clomalda and her family, as she has become a leading coffee producer in both the region and Peru.





Now heading into the North of Peru we have San Martin, located deep in the northern Peruvian jungle, it's known for its natural reserves, famous waterfalls, and unique bird watching. The capital, Moyobamba, is called the City of Orchids, boasting over 3,500 species.

San Martin has 87,163 coffee-growing hectares, producing 82,319 tons of coffee per year. It ranks as the third-largest coffee-producing region in Peru, with cooperatives like Oro Verde and Coop Aproeco supporting local farmers and exporting significant volumes.

Oro Verde, established over 20 years ago, supports more than 1,000 farmers growing coffee and cacao on predominantly family-owned farms with less than 2 hectares of land.


Coop Aproeco, based in Moyobamba, promotes sustainable agriculture and helps local farmers cultivate coffee. With nearly 500 members and over half with organic certifications, they export high-quality coffee worldwide.

Some of the best coffees from San Martin include those from Nerio Collates Herrero, who scored 87 at the first Cup of Excellence in 2017 with a washed Caturra and Pache. Nerio's farm, Las Pircas, practises agroforestry, which benefits both the environment and the coffee quality.

San Martin has seen changes in agricultural practices due to diversification away from coca leaf. Shade-grown coffee, cacao, and honey have become popular, providing multiple revenue streams for smallholder farmers and promoting soil health after years of chemical fertiliser use during coca leaf cultivation.

# SAN MARTIN





Heading west from San Martin we have the Amazonas region that borders Ecuador and is known for its archaeological site, Kuelap, the Gotca waterfall, and the region's natural beauty.

The region has 53,258 coffee-growing hectares, producing 34,966 tons of coffee per year.

Notable coffee cooperatives in Amazonas include JUMARP Coffee, which exports its smallholder farmers' coffee across the world. Founded in 2003 by 35 smallholder farmers, JUMARP now has over 200 members. The cooperative has invested in community development and processing infrastructure, leading to higher-quality coffee and better prices for the farmers.

JUMARP also works with agroforestry practices, aiming to double the income of their coffee producers through a partnership with Ecotierra, an organisation working to reduce deforestation.

# AMAZONAS





PRODUCER

# ALL COFFEE PERU

## New Beginnings for Specialty Veterans

The Carranza Montenegro family was one of the key founding members of JUMARP. In 2021, they created All Coffee Peru, a family business that has rapidly earned acclaim for its high-quality coffee and notable impact on the community.

Situated in Gracias a Dios, Lonya Grande, in the Utcubamba province of the Amazonas region in Peru, the company is made up of 30 families who have more than 20 years of expertise in coffee cultivation.

All Coffee Peru is dedicated to enhancing the livelihoods of its partners and the broader coffee community by promoting sustainable agricultural practices, facilitating organic certification, and encouraging agroforestry.

The company invests in infrastructure, training, and community projects, such as crop renovations, education programs, and school construction, to significantly improve the lives of people in their community.

By providing technical assistance and education to their partner farmers, All Coffee Peru helps them adopt environmentally responsible methods, including the integration of native trees into their farms.

**The company's commitment to sustainability and conservation has enabled many of their farmers to obtain organic certification, which in turn enhances their market access and increases the value of their coffees.**

Two exceptional coffees produced by All Coffee Peru partners, Carloman Carranza Montenegro and Floremilda Baca, will be available through Khipu Coffee in the UK.

Carloman Carranza Montenegro, a sibling of All Coffee Peru's founder, owns a 5-hectare farm called "TheHeart" at 1600-1800 masl where he cultivates Bourbon, Caturra, Catimor, Pache, and Nacional varieties.

Carloman has been trained by his father in selective harvesting and innovative fermentation techniques. All Coffee Peru provides technical assistance to Carloman and other producers, ensuring continuous improvement in coffee yield and flavour.

Supporting producers like Carloman Carranza is essential for the future of coffee cultivation for All Coffee Peru.

Working together they have a meticulous coffee production process ensures the highest quality beans. Cherries are selectively handpicked and floated in cool, clean water before undergoing a 72-hour fermentation process, crucial for achieving their desired flavour profile.

After fermentation, the coffee is dried in a solar dryer for 20-25 days, with regular bean movement to ensure even drying and prevent mould growth. This attention to detail is evident in the final cup quality, offering a delightful coffee experience for connoisseurs.



Floremilda Baca, married to Mercedes Carranza, the founder's brother, has been growing coffee for over 20 years on her 3-hectare farm, La Laurel, at 1600- 1800 masl. Floremilda cultivates Caturra, Bourbon, Geisha, and Limaní varieties and processes her coffee using a 2-day anaerobic fermentation and solar drying.

**Her high-quality coffee production and dedication to her farm have made La Laurel a starting point for foreign visitors wanting to experience coffee cultivation firsthand.**

If you're interested in wanting to visit Amazonas and experience this part of the world, we can assist the origin visits.







PRODUCER  
**MARCOS  
HERRERA**

In the heart of this plentiful region, on the right bank of the Marañón River, lies the Mamaruntu farm, a 2.5 hectare coffee farm owned by Marcos and his wife Kary Yoany Guevara Guevara. This couple, along with their son Marko Aurelio Herrera Guevara, continue the family's generations-long tradition of coffee cultivation in Lonya Grande district, part of the Utcubamba province.

The Mamaruntu farm, sits at 1700 masl and is named after the enchanting Chachapoyas princess who captured the heart of the tenth Inca Emperor, Tupac Yupanqui.

**The farm produces unique and highly sought-after coffee varieties such as Geisha, SL28, and Bourbon to name a few. The 2022 harvest of this remarkable farm showcases the dedication and craftsmanship of the Herrera Guevara family.**

Marcos, a founding member of the PROCECAM Cooperative, is no stranger to the industry. He has been producing coffee for 25 years and inherited his father's farm,

"Oso Perdido" (Lost Bear), which is now part of Mamaruntu. Marcos and Kary have been growing various coffee varieties such as Geisha, Bourbon, Typica, Yellow Caturra, SL 28, and Villa Sarchi on their 2.5-hectare land. The Herrera Guevara family's commitment to quality and sustainability is evident in their production process.

Marcos carefully selects only the ripest cherries, which are then washed and fermented for 48 hours. The beans are dried on solar dryers for 30 days, and are regularly turned to ensure a consistent moisture content of 10.5-11%. The farm uses organic fertilisers, such as phosphoric rock, coffee pulp, and island guano compost, to nourish their coffee plants.

A partnership between Marcos and Khipu Coffee began when they met at Ficafe 2022, the Annual Coffee Conference in Peru. After tasting Marcos' exceptional coffee, Khipu Coffee arranged a cupping session in Jaen, Cajamarca with Eric from Alpes Andinos, who works with Marcos for international coffee sales and exporting.

Marcos takes pride in ensuring the quality and uniformity of his coffee, always prioritising the coffee drinker and the environment.

**By preserving the area's flora and fauna, and avoiding soil, water, and air contamination, the Herrera Guevara family invites coffee lovers to experience the fruits of their labour while making a positive impact on the planet.**

With the rich history of Chachapoyas and the passion of the Herrera Guevara family, Mamaruntu farm's Red Bourbon coffee offers a taste of Peruvian heritage, infused with generations of love and dedication to the craft of coffee cultivation.



Heading into Cajamarca, famous for the story of Atahualpa, the last Inca emperor, is located in the north of Peru, bordering Ecuador also. Blessed with valleys, rivers, and Andean mountain ranges reaching up to 2,750 masl, it's no wonder Cajamarca is one of the most popular coffee-growing regions in Peru.

The region has 53,038 coffee-growing hectares, producing 48,182 tons of coffee per year. Long-standing and reputable cooperatives like La Prosperidad and Cenfrocafe are household names in Cajamarca, supporting 3,000 farming families and 850 respectively for well over 50 years.

Cajamarca has consistently produced some of the best coffees in Peru. In 2017, the region's Juan Heredia Sanchez was the first-ever Peruvian Cup of Excellence winner, with an impressive 92.2 washed Caturra and Bourbon grown at 1,800 masl.

Since then, Cajamarca's coffee has continued to win and compete at the highest level. Grimanes Morales Lizana, another high-scoring 90+ coffee producer, has a remarkable story of her winning coffee being a variety that survived disease on her farm. She was also the first female winner of the competition.

## REGION **CAJAMARCA**





ASSOCIATION

# ALPES ANDINOS

In Cajamarca, there is an abundance of coffee producers, cooperatives, and associations dedicating to their lives to specialty coffee. Among the most influential is Alpes Andinos, an association responsible for exporting many of Cajamarca's finest coffees.

Alpes Andinos is a newly established association of coffee producers in Cajamarca, who have come together to promote outstanding coffees focussed on ensuring the sustainability of their producing families.

This collective proudly represents 25 Peruvian families whose livelihoods depend on coffee production. They have earned organic certifications for both the USA and EU and are committed to continuously improving the quality of their specialty coffees while prioritising social inclusion and environmental protection through organic farming practices.

**The association provides personalised training to its members and buys their coffee in parchment, paying according to quality and cup score. The screening and selection service is carried out by third parties in Jaen, Cajamarca, and the price paid reflects the quality of the coffee produced.**

This commitment to paying on quality has resulted in a network of members who consistently look to sell their coffee to Alpes Andinos because they pay well and buy good volume.

Four of these coffees originate from the La Coipa District and are grown by Tomas Bueno Medina, Maria Nieves Tantalean and Maria Gloria Neira, Luz Nelly Alarcon, and Elmer Cruz Guerrero.

These producers grow distinct varieties of coffee, such as Bourbon, Caturra, Geisha, and Typica, and employ different fermentation and drying techniques ranging from 48 to 72 hours of fermentation and 20 to 25 days of drying. The fifth coffee is from Marcos Herrera, who unlike the other producers, lives in Amazonas but works with Eric Jara from Alpes Andinos for exporting.

Alpes Andinos' producers have great potential in terms of quality, Khipu Coffee is proud to be working with them. Each of the five coffees we have brought over from Alpes Andinos represents the hard work, dedication, and passion of the producers who have grown and harvested them.

**Luz Nelly Alarcon for example became a National winner at the Cup of Excellence in 2021, alongside Elmer Cruz Guerrero who ranked 12th in the overall competition and made it to the international auctions.**

The success of these producers is a reflection of the training and support that Alpes Andinos provide, and we are proud to be a part of this sustainable and inclusive network.

At Khipu Coffee, we believe that specialty coffee is not only about flavour and aroma, but also about the people and communities behind it. That's why we are committed to supporting small-scale coffee producers like those at Alpes Andinos and their dedication to producing coffee in a sustainable and socially responsible way.

We are excited to continue working with Alpes Andinos and their producers, and to bring their exceptional coffees to roasters in the UK.



A man with a short haircut, wearing a grey t-shirt, is shown in profile from the chest up. He is looking out a window at a vast, lush green forest. In the foreground, he is pouring coffee from a black gooseneck kettle into a Chemex coffee maker. The Chemex is on a wooden table, and the coffee is dripping with condensation. The background is a dense, green forest with some blue patches, possibly water or sky, visible through the trees.

PRODUCER

# FINCA EL MORITO



## David Flores: A leading force for Peruvian Coffee



Within the San Ignacio province you'll find The Flores Chilcon family who own and manage Finca El Morito. Leading the way forward is David Flores, who transformed their Peruvian coffee farm into a specialty coffee success story.

Embracing sustainable practices, organic certification, and a diverse range of varieties, they inspire fellow coffee growers to grow coffee with unique flavours for international markets.

In the lush highlands of the town Cutervo, a family's passion for coffee has sparked a remarkable journey. David Flores, a third-generation coffee producer, found inspiration in 2016 when a local cooperative awarded him a premium for his high-quality coffee. Eager to learn more about the world of specialty coffee, David absorbed knowledge about roasting, cupping, and coffee varieties at the cooperative's laboratory.

**Returning home, David shared his newfound insights with his family, igniting their collective with the aim to produce the finest coffee in Peru.**

Together, the Flores Chilcón family transformed their farming methods, built a state-of-the-art pulping station, and began drying their coffee on beds under a canopy.

Their dedication to excellence culminated in a 20th place finish in the 2018 Peru Cup of Excellence competition, catching the attention of importers and local organisations who has helped bring their coffee to the international audience.

Today, David and his family work with 17 other families, cultivating a range of coffee varieties across 150 hectares of land.

Their environmentally sustainable practices have earned them organic certification through Bio Latina, and their commitment to preserving native species, soil, and water conservation contributes to the unique flavour profiles of their coffee.

Finca El Morito, a family-owned farm in Cajamarca, Peru, produces 450,000 kg of specialty coffee annually, roughly around 16 to 17 twenty-foot containers for export.

Situated at 1,700-2,200 masl in the coffee rich San Ignacio province, the farm cultivates diverse coffee varieties like Yellow Caturra, Red Caturra, Bourbon, Typica, Geisha, Marshall, Catuai, and Catimor.

**This dedication to variety, combined with their environmentally friendly practices and community involvement, makes Finca El Morito an exceptional coffee producer and one of Peru's best.**



COOPERATIVE

# LA PROSPERIDAD DE CHIRINOS

Established in 1968, the cooperative consists of 810 members.

Located in the districts of Chirinos, La Coipa, Huarango, Bellavista, Tabaconas, and San José, the cooperative offers various support programs for its members. These include providing livestock, teaching guinea pig and trout farming, and offering training in pig rearing.

The cooperative is committed to sustainable coffee production, and one of their key initiatives is creating organic

compost and fertiliser for their members to use. The cooperative operates an organic compost plant that produces two types of fertiliser: one with microorganisms and one without.

The base of the compost and fertiliser comes from the pulp of coffee cherries, which is a byproduct of coffee processing. This pulp is mixed with other organic materials, such as hay or plant residues, to create a nutrient-rich compost. The addition of microorganisms in one of the fertiliser types helps to further break down the organic matter, releasing essential nutrients for coffee plant growth.

By recycling coffee cherry pulp and transforming it into compost and organic fertiliser, La Prosperidad de Chirinos not only reduces waste but also provides an environmentally-friendly option for their members.

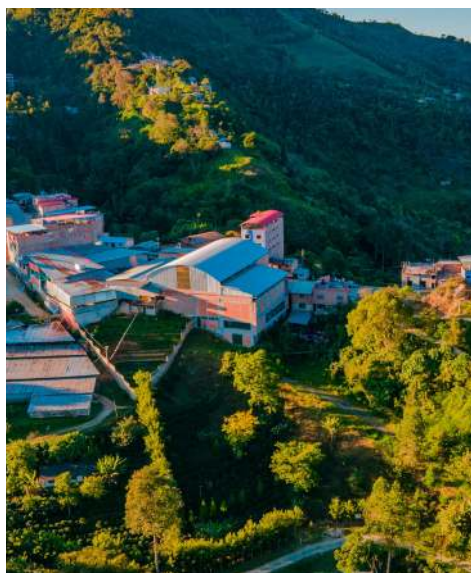
This sustainable approach to fertilisation supports healthy coffee plant growth, enhances soil fertility, and contributes to the overall success of the cooperative's coffee production.

La Prosperidad de Chirinos Cooperative consists of 810 members, including 214 women and 608 men, and offers four unique coffee brands with varying SCA scores ranging from 82-85, production quantities, and flavour profiles.

**Cafe Chirinos Coffee is the cooperative's signature blend, produced by the majority of its members. Each year they export 500,000 kg, equating to about 28 twenty-foot containers.**

Grown between 1,400 and 1,700 masl in the fertile Chirinos district, the blend features varieties such as Caturra, Bourbon, Paches, Typica, and Catimor.

Cafe Mujeres Coffee is a special blend crafted by 214 female producers, with annual exports of 180,000 kg or approximately 10 twenty-foot containers. Grown at elevations between 1,400 and 1,700 meters above sea level, this exceptional coffee showcases varieties like Paches, Caturra, Typica, Mundo Novo, and Catuai.







The cooperative is dedicated to gender equity and environmental care, empowering women members through the “Women’s Harvest” initiative launched in 2009.

Cafe Gran Mirador, a high-volume coffee line, is one of their best-selling blends. With annual exports of 900,000 kg or roughly 32 twenty-foot containers, this remarkable coffee is grown at 1,200-1,400 meters above sea level and features varieties such as Pache, Catuai, Catimor, Castillo, and Gran Colombia.

Finally, Cafe Esencia is the cooperative’s premium blend, grown at elevations above 1,700 meters for added complexity and sought-after acidity. They export 207,000 kg of this coffee annually, translating to around 7 to 8 twenty-foot containers. Cafe Esencia boasts exceptional varieties like Caturra, Paches, Typica, Mundo Novo, and Bourbon, representing the pinnacle of the cooperative’s offerings.

Together, these four coffee brands provide roasters with a diverse range of purchasing options, each with distinct flavour profiles

and the cooperative’s commitment to quality, sustainability, and social impact.

La Prosperidad’s coffee production follows a rigorous set of certifications including Bird Friendly, Fair Trade, and Organic. At the Café Selva Norte plant, the cooperative meticulously sorts, ferments, and processes their coffee to ensure exceptional quality and traceability.

Their coffee features a diverse range of flavour profiles, including blackberry and tart cherry aromas with nutty, chocolate, and dark fruit sweetness, bright and juicy acidity with notes of citrus and tropical fruits, and chocolate, nuts, and citrus with a medium body and balanced acidity.

The cooperative adheres to a strict 24-hour fermentation process, followed by washing and drying in a solar dryer for 15 days, ensuring consistency across all of their exceptional coffees.

In conclusion, La Prosperidad de Chirinos is committed to sustainable and socially responsible coffee production, focusing on the well-being of its members and the

community. The cooperative supports its members through education, training, and financing, allowing them to diversify their lands and income. They invest in environmental and social projects, such as organic compost production, bird habitat preservation, and women’s and youth empowerment.

**Their ultimate goal is to implement a carbon credits project, promoting even further environmental sustainability.**

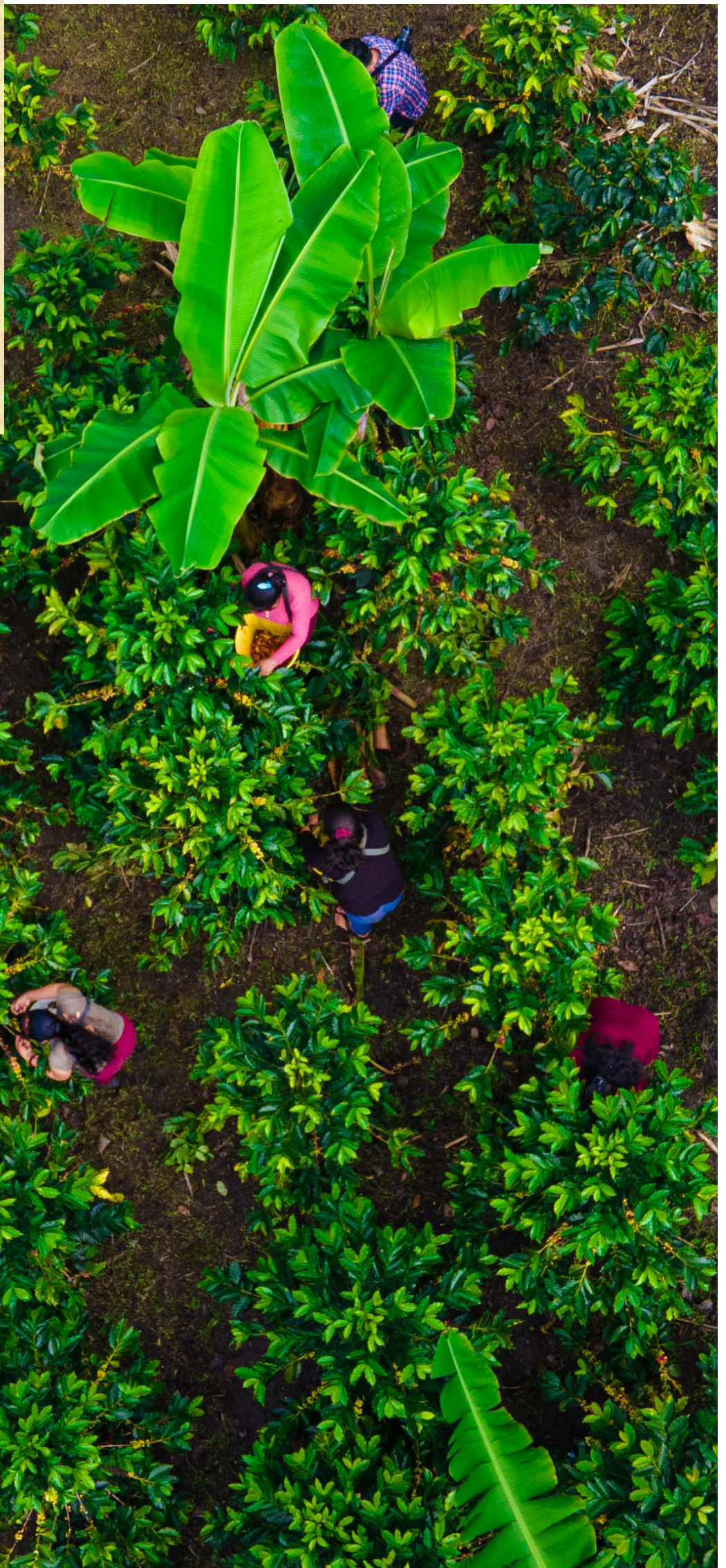
By purchasing Chirinos coffee, roasters can support the cooperative’s commitment to quality, sustainability, and member support, while enjoying a variety of flavour profiles depending on the coffee type.

La Prosperidad de Chirinos’ sustainable credentials include organic coffee production, education and training, diversification of lands and income, compost and fertiliser production, Bird Friendly certification, and women’s and youth committees.



These initiatives demonstrate the cooperative's dedication to environmental and social responsibility and ensure the long-term success of their coffee production and the well-being of their members and community.

Roasters who share the cooperative's values and commitment to sustainability are encouraged to purchase Chirinos coffee and contribute to the improvement of producing families' quality of life, the promotion of sustainable practices, and the thriving of the community.







PRODUCER

# FINCA ARTEMIRA

Last but certainly not least from Cajamarca we have Finca Artemira. Nearly bordering Ecuador, a few hours north of San Ignacio is where you'll find Ebert Huaman Villegas and his family.

Named in honour of Ebert's mother, who single-handedly raised her five children after their father's untimely passing, Finca Artemira lives on today because of family perseverance and dedication.

The farm has cultivated coffee and raised cattle for over four decades, but in 2017, Ebert, a young and determined 33 year old coffee producer, decided to expand and innovate, planting new coffee varieties and experimenting with novel cultivation techniques and processes.

Today, 15 hectares of land at 1700 - 2000 masl are dedicated to coffee production, while another hectare is allocated for fruit and vegetable cultivation.

**The farm is a true family affair, with Ebert, his mother, siblings, cousins and an uncle, all contributing to its success.**

Ebert recently achieved sixth place in the Expo Cajamarca auction, showcasing his exquisite washed Geisha coffee. This accomplishment speaks to the family's commitment to enhancing farming practices, such as implementing agroforestry systems to retain soil moisture and refining the fermentation process for consistent results.

Ebert has also invested in his, and his family's future by enrolling in coffee courses provided by Central Cafe y Cacao, a Peruvian organisation dedicated to improving coffee production, processing, and exporting across the country.

He learned at one course about a double fermentation process which he now uses with all of his coffees; this process has garnered consistent results over the years and is as follows:



## Finca Artemira's Fermentation Process

• **Liquidation:** The harvested coffee cherries are immersed in water tanks to remove impurities.

• **First Fermentation (Anaerobic):**

The cherries are placed in sealed GrainPro bags and left to ferment for 24 hours in an oxygen free environment. Sealing coffee cherries in GrainPro bags for 24 hours, free from oxygen.

• **Pulping:** The cherries are pulped, leaving the coffee beans covered in mucilage.

• **Second Fermentation (Aerobic):** The beans remain in a ceramic tank for 36 hours.

• **Washing and Mucilage Removal**

• **Drying:** The coffee is dried on a solar dryer for 12 to 21 days, depending on ambient temperature.

• **Final Humidity:** The dry parchment coffee reaches a humidity level of 11% to 12%.

We came to know Ebert through a mutual friend, a green coffee buyer for one of Peru's first specialty coffee chains, Puku Puku. The partnership we made with Ebert marks his first coffee export, as his coffee was previously sold exclusively to specialty roasters within Peru.

While Finca Artemira's coffee is not certified organic, it is grown without synthetic pesticides, herbicides, or fertilisers. The cost of certification has deterred Ebert from pursuing it, as his domestic buyers do not cover the associated premium. However, ourselves and Ebert are in discussions about obtaining organic certification for the farm in the future.

Ebert collaborates with agronomist engineer Fanny Huaman Villegas to optimise soil fertility and address nutrient deficiencies. They use bird manure from the Guano Islands off the coast of Peru, phosphoric rock, and their own compost as fertilisers.

Ebert is similar to many other small scale specialty coffee producers in Peru practising regenerative farming, often employing agroforestry systems, such as shade-grown coffee, intercropping and growing certain plants in ways that provide more nutrients to the coffee trees.


Certifications like Fair Trade, Organic, Rainforest Alliance, and Bird Friendly are often reflective of the practices already in place on these farms, as a result of traditional knowledge and educational institutions like Central Cafe & Cacao.

**At Finca Artemira, the focus on regenerative farming is not merely about preserving the environment but ensuring the livelihood of the family and future generations. Their diverse crop cultivation provides sustenance and economic stability, while also enriching the soil and promoting biodiversity on their land.**

It's with great pleasure to introduce Finca Artemira's coffee to the UK and to build a lasting relationship with a producer who is on a journey to reaching new heights in their coffee production quality and volume.







The whole region of Pasco produces 10,094 tons of coffee across 10,794 hectares annually. Villa Rica Golden Coffee, a cooperative with over 200 members, is a key player in the region.

Members come from different backgrounds and employ various agricultural practices, such as shade- grown coffee and intercropping, to preserve the area's biodiversity. This area is also known for conventional coffee and large monocrop farms only producing coffee that tend to rely heavily on fertilisers.

Coffee in Pasco is grown at elevations between 1,200 and 1,800 masl, with Bourbon, Caturra, Catimor, and Pache being popular varieties.

REGION  
**PIURA**



# YOSHUA SIERRA



## A Tale of Coffee and Passion

Heading back over to Europe now, in a quaint and picturesque town in North Germany, on the border of Denmark, there's a Peruvian coffee maestro. His name is Yoshua Sierra, and he had a mission: to change the way people perceive and enjoy coffee.

Together with his partner Benty, who crafts delightful vegan pastries, Yoshua brought his love for coffee to life through Juicy Project—a coffee haven in Flensburg, Germany that served Europe's finest roasts.

Born a natural explorer, Yoshua was captivated by the complexities and flavours that coffee had to offer. With the support of his brother Briam, who owned a barista school in Lima, Peru, Yoshua honed his skills in brewing, roasting, and crafting the perfect cup of coffee.

His quest to learn the intricacies of coffee took him back to the heart of the matter: the coffee farms in Peru.

Yoshua lived on a coffee farm for two months, where he delved into the daily routines of farm owners and seasonal

workers, witnessing firsthand how every step in the coffee-making process impacted the final product.

One of the most crucial lessons he learned was the importance of picking the cherries at the perfect moment of ripeness. While staying with a farmer named Waldermir, Yoshua marvelled at the extensive knowledge he possessed about the land, the environment, and how these factors contributed to the creation of a high-quality, specialty cup of coffee.

On his way to another farm, Yoshua trekked through the land and observed the lives of seasonal workers in rural communities, who often lacked access to basic amenities like electricity and water.

**As he compared neighbouring farms, he discovered how the lack of investment in equipment and facilities could impact the quality of coffee even before it reached the roasting or brewing stages.**

Following his journey in Peru, Yoshua found himself in Europe, where he eventually settled in Hamburg, Germany.

There, he worked at Tornqvist, a specialty coffee shop that gave him a fresh perspective on the coffee industry. However, he also noticed a disconnect between European consumers and the intricate process of coffee production. Many people seemed indifferent to the farmers' efforts, focusing on price over quality. This realisation only fueled Yoshua's determination to showcase the true potential of coffee.

**For Yoshua, there isn't a single favourite coffee; he believes that each origin has its unique characteristics that reflect the conditions of the region.**

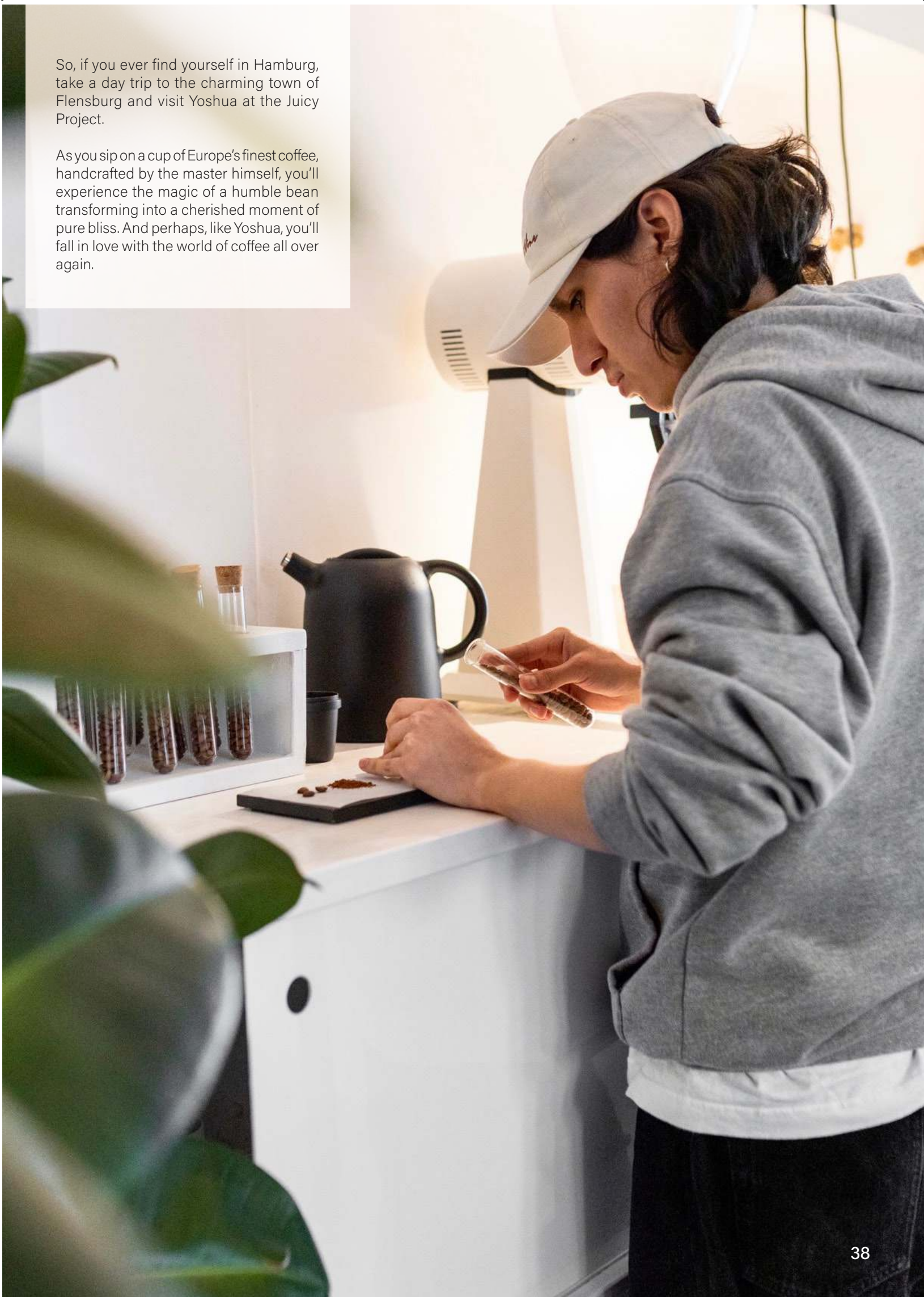
His excitement for Peruvian coffee lies in its diverse flavour profiles, influenced by neighbouring countries like Ecuador, Colombia, Brazil, and Bolivia.

From acidic red fruits in the north (Amazonas/ Cajamarca) to sweet, nutty notes in the central regions (Pasco/Junin) and chocolatey, tropical stone fruits in the south (Cusco/Puno), Peru's coffee landscape is a treasure trove of flavours waiting to be discovered.



So, if you ever find yourself in Hamburg, take a day trip to the charming town of Flensburg and visit Yoshua at the Juicy Project.

As you sip on a cup of Europe's finest coffee, handcrafted by the master himself, you'll experience the magic of a humble bean transforming into a cherished moment of pure bliss. And perhaps, like Yoshua, you'll fall in love with the world of coffee all over again.





# CAFÉLAB



**Fostering a community of Peruvian coffee enthusiasts.**

Cafelab.pe, a journalistic platform founded in 2017, fosters a community of Peruvian coffee enthusiasts by sharing information, industry news, and uplifting stories of women's contributions to the sector.

This effort aims to increase domestic coffee consumption, benefiting over two million people in Peru and shining a light on the unrecognised work of women in the industry.

Peru, the world's second-largest specialty coffee producer, exports over 90% of its production. Cafelab.pe, established by journalists and baristas Norka Peralta and Pamela Acosta, seeks to inspire Peruvians to enjoy more high-quality coffee domestically.

**By providing coffee enthusiasts with valuable information, Cafelab.pe encourages appreciation and consumption of the nation's specialty coffee.**

A particular focus of Cafelab.pe is acknowledging the vital role of women in the coffee industry. In Peru, gender inequality is deeply rooted, and the coffee industry is no exception.

Despite women performing about 70% of the fieldwork, their contributions often remain invisible, as they are relegated to supportive roles like "producer's wife" and unpaid.

This lack of recognition restricts their access to property titles, capital loans, technology, training, and markets. It also excludes them from representative roles in their communities, hindering their ability to make their voices heard and influence decisions affecting their lives.

**Cafelab.pe emphasises the importance of recognising women's vital contributions to Peruvian coffee quality, using their platform to share their stories and achievements.**

Cafelab.pe has expanded since its launch, forming a team of communicators and baristas that develop projects for companies, institutions, and entrepreneurs.

In addition to managing media for the Cup of Excellence, they offer in-person and online workshops for coffee consumers eager to learn more about this delightful fruit and various filtering methods.

Cafelab.pe's initiatives promote Peruvian coffee consumption and create a sustainable, global awareness of the country's specialty coffee producers.

Since 2019, Cafelab.pe has managed Cup of Excellence's media, from inviting producers to participate to awarding top coffee. They also host in-person and online workshops to educate consumers about coffee and its preparation methods.

These initiatives sustainably promote Peruvian coffee consumption, making it easier to discover specialty coffee producers and raise global awareness of their offerings. We're delighted to feature Cafelab.pe for their invaluable contributions to the Peruvian coffee industry.

You can learn more about and connect with Cafelab at

**Website:** [cafelab.pe](http://cafelab.pe)  
**Instagram:** [@cafelab.pe](https://www.instagram.com/cafelab.pe)  
**Facebook:** [@cafelabpe](https://www.facebook.com/cafelabpe)



# CAFE Y COCOA CHAMBER

The Peruvian Chamber of Coffee and Cocoa Founded in 1991, it represents the main export and processing companies in the sector in Peru.

**Their work is focused on the promotion of Peruvian coffee and cocoa, particularly taking care of its quality and sustainability. It has supported the implementation of quality standards for coffee and cocoa.**

The Chamber had the first Coffee Quality laboratory in Peru, which since 1997 supports continuous improvement and the implementation of standards.

They have delivered more than 210 quality courses and coffee tasting and trained more than 1,800 people.

It organises the main events in the sector: EXPOCAFE Peru, which serves more than 10,000 people and the Lima Coffee Shop Contest that strengthens the promotion of Peruvian coffee across the capital and country.

They have also organised coffee quality contests and rewarded producers, baristas and tasters for their work. Since 2016, it has been carrying out adaptation and mitigation projects to climate change, carrying out important studies of the possible impact of these processes and the sustainability alternatives that Peru can implement.

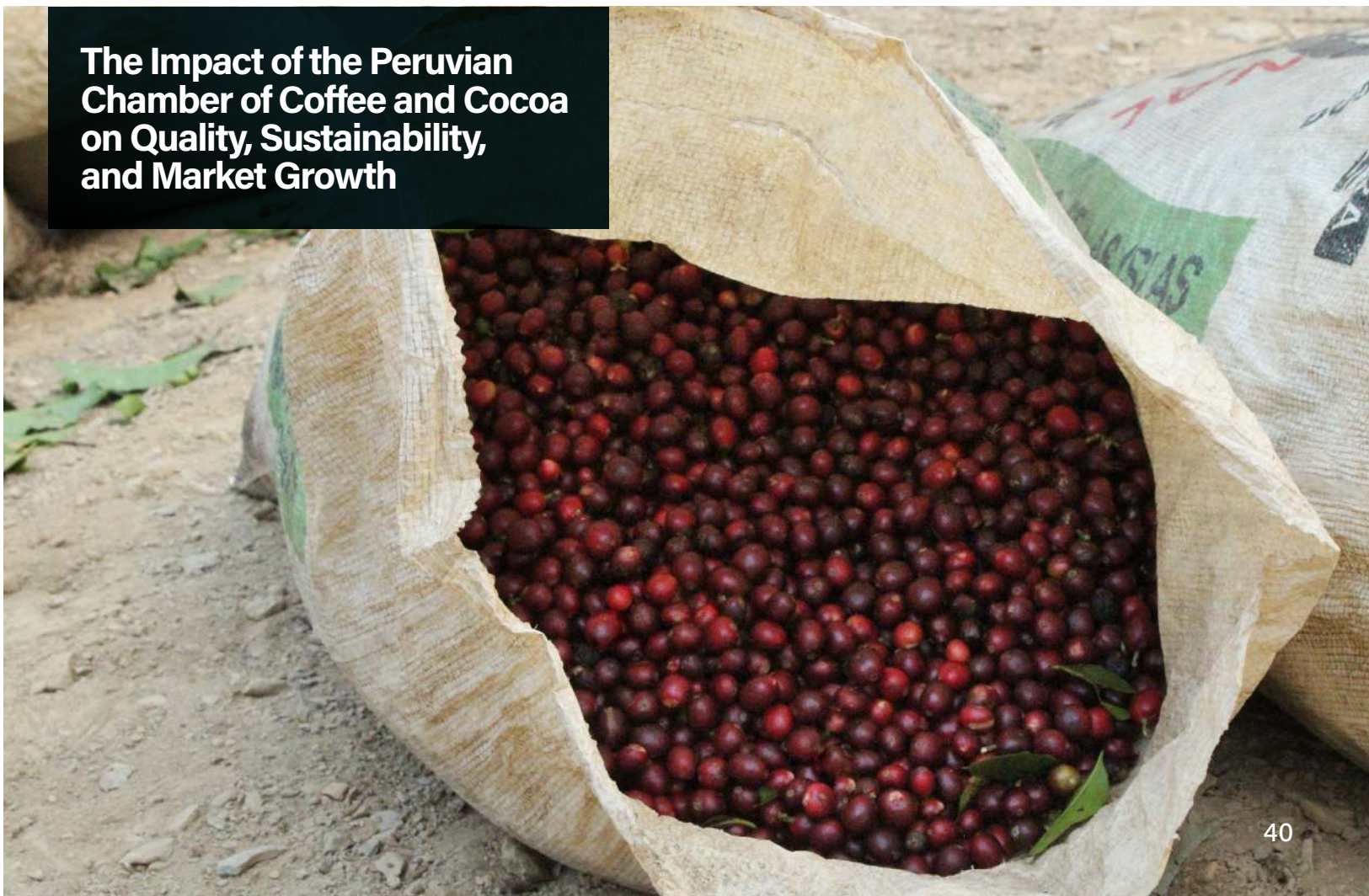
Since 2019, it has promoted the internal coffee consumption agenda, with studies, activations and campaigns that account for the multiple formats and preparations

of life, as well as consumption trends both inside and outside the home.

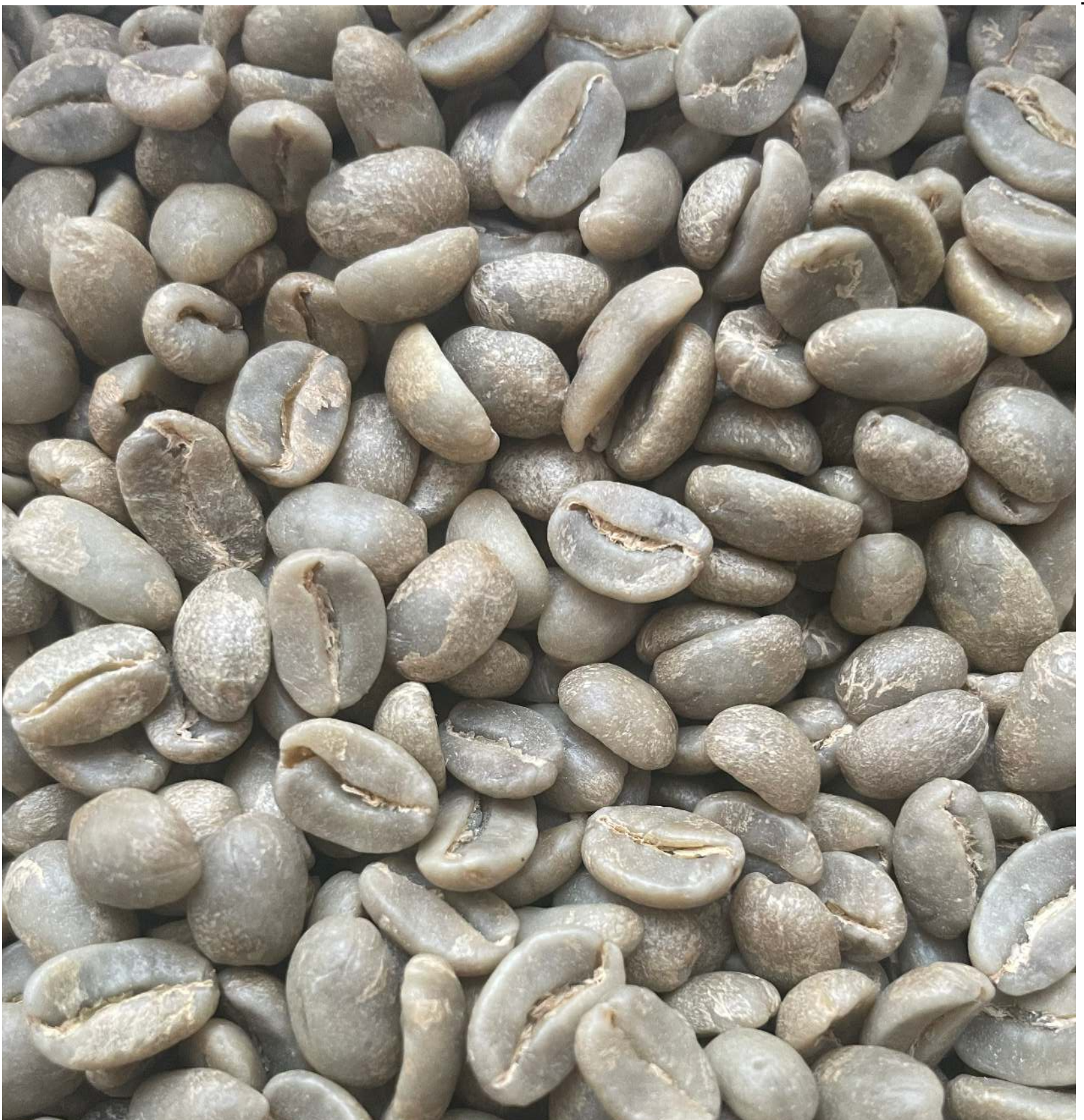
**Peru wants to stay among the top 10 coffee producers in the world, and to do so it must improve its productivity, maintain constant coffee quality and develop an internal market that allows diversifying prices in the volatile coffee market.**

For this reason, the Chamber seeks to generate and bring technical productive, commercial and management information closer to all the actors in the chain in Peru: producers, cooperatives, intermediaries, exporters, roasters, baristas and consumers, in order to promote agreements that cement the identity of Peruvian coffee and its people.

**The Impact of the Peruvian Chamber of Coffee and Cocoa on Quality, Sustainability, and Market Growth**





**Data**

All data is sourced from the "El Cafetalero" website, managed by the Junta Nacional del Café, they offer valuable insights into the world of Peruvian coffee.

**Credits**

All images were either taken by ourselves or given to us by each producer, cooperative, association or profiled organisation.

**Contact**

If you're interested in any of the people we mentioned and want to order samples, arrange a cupping or even visit Peru, contact Mark on:

**Email:** [hello@khipucoffee.co.uk](mailto:hello@khipucoffee.co.uk)

**Phone:** +44 7502 160 983

**Instagram:** @khipucoffee

**Website:** [khipucoffee.co.uk](http://khipucoffee.co.uk)











# khipu

2022/23 — EDITION 1