

Floremilda Baca Amazonas Province– Peru

Very few women who farm coffee in Peru have the opportunity to sell micro-lots under their own names. With the help of The Asociación de Productores Cafetaleros Juan Marco “El Palto” (JUMARP) and their Mujeres program, [Dolores Concepcion](https://www.32cup.com/coffee/dolores-concepcion-amazonas-province-peru/) and Floremilda Baca Ramirez, the producer of this lot, have overcome the multiplicity of barriers making women’s names on micro-lots so rare. We are proud to offer these micro-lots under their own names.



Finca Guaba

Floremilda Baca Ramirez farms the 4 hectares of Finca Guaba in Lonya Grande, Utcubamba, Amazonas with careful attention to detail. The farm is organic certified. A member of JUMARP, she’s a part of the Mujeres Program that has been working to improve the livelihoods, autonomy and recognition of female coffee producers. Ramirez receives technical and financial support from the cooperative and has participated in various agricultural and coffee quality improvement workshops through the programme.

Harvest and Post-harvest

Floremilda uses no pesticides or herbicides on her farm, and her production is organic certified. During the harvest season, she selectively harvests the cherry by hand, often with the help of her family. She takes care to harvest only ripe, red cherry, revisiting each tree several times throughout the harvest season. After harvesting, she pulps the cherry using a low-water pulper before dry fermenting the beans for 20-30 hours. She then places the parchment in solar dryers (greenhouses) on raised beds where it will dry for about 15 days. During this time, the parchment is raked regularly to ensure even drying. After the parchment has reached 12% moisture level, it rests for five days on the farm and then another 10 days in the cooperative warehouse before being sold, milled and exported.

JUMARP Cooperative

JUMARP was founded by José Carranza Barboza in partnership with 35 other smallholder farmers, in 2003. They created the association out of a desire to develop a new model of growing and exporting coffee.

All 188 members produce coffee certified as organic and Fairtrade. The cooperative invests the premiums received from these certifications in a number of important community projects including crop renovations, a fund for education programs and the construction of schools.

One of their program is the ambitious quality improvement program, which launched in 2012. Funded by Fairtrade and Organic premiums as well as government funding and member contributions, the program aims to raise general overall cup score to 85-86 by 2021. They've already taken tangible steps towards this goal and we've seen improvement in coffees since the initiation of the program. They built drying houses, manual pulpers and fermentation tanks at all member farms and planted higher quality varieties to address coffee quality at all stages of the production process from seed to cup.

The Mujeres Program

The Mujeres Program, named for the Spanish word for 'women,' seeks to improve social and economic standing for women members. JUMARP noticed that women were typically only involved in the cooperative peripherally, especially when it came to decision making. To increase women's participation, they identified barriers to women's active participation and then began implementing steps to get women more involved. The Mujeres program helps women develop their knowledge and skills of leadership, self-esteem, decision making, entrepreneur management and teamwork. The participants also receive sensory training and learn to roast in order to help them sell their coffee at a local market.

In fact, the project has been so successful that we've been invited to purchase two lots directly from female producers in Mujeres program. These coffees, which are slated to arrive in early December, are an exciting and cutting-edge development from JUMARP.

Coffee in Peru

Peru is the largest exporter of organic Arabica coffee. Though coffee arrived in Peru in the 1700s, very few beans were exported until the late 1800s. Until that point, most coffee produced in Peru was consumed locally. Because the late 1800s brought coffee leaf rust to Indonesia, a country central to European coffee imports, Europeans began searching elsewhere for their fix, and discovered, among others, Peru.

Between the late 1800s and the first World War, European interests invested heavily in coffee production in Peru. England also gained control of over 2 million hectares of coffee growing land as payment for a defaulted loan and created coffee plantations on that land. But, with the occurrence of the two World Wars, England and other European powers became weakened and less outright colonialist, selling off lands in other countries and removing economic investments in many places. The 2 million hectares once controlled by England were purchased back by Peru and distributed to thousands of local coffee farmers. Following the wars, coffee farmers had much more independence and autonomy but the coffee industry became more disconnected and less structured, leaving coffee farmers often on their own in regards to processing and selling their coffees.

Farmers in Peru wet process their beans themselves and then carry their processed beans to a nearby town to sell to middlemen. Frequently, only one buyer arrives at the town on market day, drastically lowering prices for farmers who, without reliable storage or transport home, have little choice but to

accept lower prices for their beans. Between 15 and 25% of smallholders belong to cooperatives that help them overcome the exploitative practices faced by individual farmers.

The remoteness and small size of most farms—necessitating middlemen or cooperatives—has made it harder to delineate and market micro-lots than in other countries.

One trouble faced by Peruvian coffee farmers is coffee leaf rust, which peaked in 2014 and affected nearly half of all farms in Peru. Farmers are now facing the decision of whether to replant acres of coffee trees and brave low C market prices and high prevalence of disease like coffee leaf rust and coffee borer beetle or to turn to another crop. One particular concern is that farmers struggling to make ends meet with coffee production are abandoning coffee farming for the highly lucrative but illegal coca farming.

Another significant problem faced by coffee farmers is the low yield of organic coffee compared to non-organic production. Whereas conventional fields produce 45 to 50 100-pound bags (about 45 kg) per hectare, organic fields produce only 12 to 15 100-pound bags per hectare. While organic coffee does receive a premium, the premium, about 35€ per 100-pound bag, does not fully compensate for low productivity. Further, organic producers face bigger threats from leaf rust and coffee borer beetle because they cannot use fungicides or insecticides, so they stand to lose their entire crop to such infestations.

Country



Quality

Amazonas province - Washed microlot Organic 2019

Farm/Washing station

Floremilda Bacas

Variety

Pache, Catimor, Bourbon

Crop

2019

Comments

CPGP-3784-3:

Altitude

1,500 metres above sea level

Owner

Floremilda Baca Ramirez

Subregion/Town

Gracias a Dios, Lonya Grande

Region

Utcubamba, Amazonas

Farm Size

4 hectares

Bag

69kg Ecotact

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