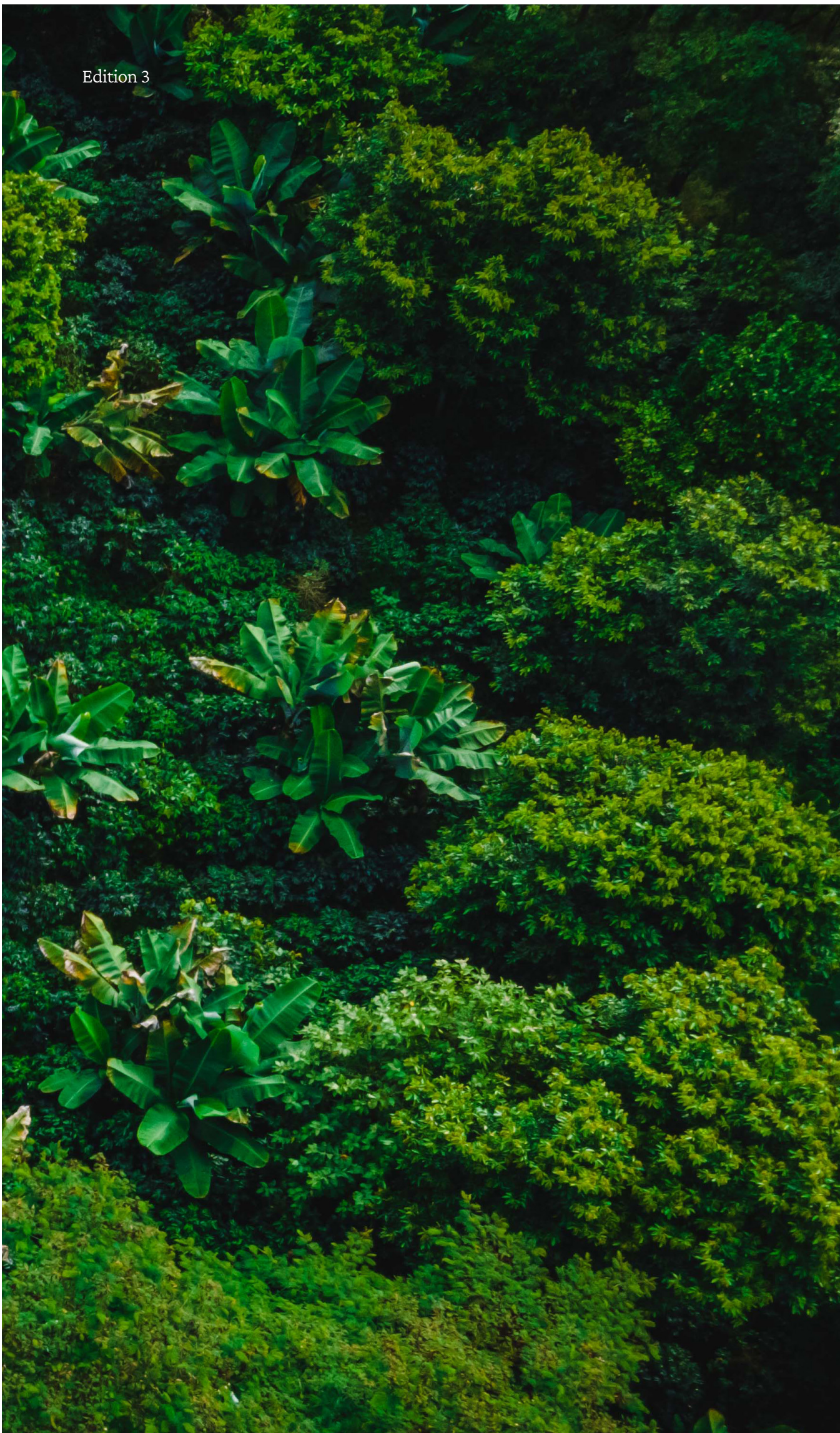




khipu

Edition 3

Peruvian Coffee Harvest 2024/25 Guide



From the Editor

As we come to the end of the 2024/25 harvest cycle, Peruvian coffee has undergone a quiet transformation—one driven not by trends, but by deep shifts in how coffee is grown, traded, and understood. This year's guide captures that momentum, offering a close-up look at the people and ideas shaping the next chapter of Peru's coffee story.

From the challenge of complying with new deforestation regulations to the rise of overlooked regions like Huancavelica and Huánuco, this edition brings together case studies, expert perspectives, and personal journeys that highlight the depth and complexity of the sector.

We explore how producers are organising for better prices, how baristas and roasters are redefining perception, and how sustainability is no longer optional—it's operational.

Whether you're a buyer seeking traceable supply chains, a producer navigating shifting markets, or simply someone invested in coffee's future, this guide offers grounded insights into an ever evolving coffee origin. These are not abstract stories; they're the lived experiences of producers, entrepreneurs, and coffee professionals working across Peru to build a more resilient and connected coffee landscape.

Mark Russell



Contents

05
Traceability and innovation

07
Manifesto for the future of coffee
An interview with Nick Martell-Bundock, Head of Purpose at Cafédirect

10
Adriano Cafiso's global lens on Peru
Traceability and transparency in practice

13
Navigating EUDR
A case study on Laguna Los Condores's compliance journey

17
Beyond fermentation
Unlocking coffee and cacao's potential with Emer Tauma

20
The rise of Robusta
Lukas Harbig on climate-ready coffee in the region of San Martín

23
Emerging coffee regions

25
Huancavelica's coffee renaissance
How a remote region is entering the specialty market

28
Huánuco's coffee competition
An interview with José Manuel Zúñiga Martínez

31
Producer-led growth

33
The reality of coffee sourcing
Amanda Eastwood Chavez on what it takes to build sustainable market access

35
Price, power and Peruvian coffee
Understanding the trade equation

38
Proyecto Otuzco
From coffee bike to producer organisation with Carlos Solis Zapatel

41
Organising for better prices
AYNI on reciprocity, ancestral knowledge, and long-term collaboration

43
The case for honey production
Roiber Becerra on how honey is helping to fund coffee dreams

47
Coffee competitions and recognition

49
Entering the Cup of Excellence
Marcos Herrera's debut in the CoE and his desire to put Lonya Grande on the map

52
Finca Artemira's CoE journey
Ebert Huaman on the lessons of 2023 and how the team is preparing for a stronger return in 2025

55
Coffee culture and industry voices

57
Voices of Peruvian coffee
Edgar Fernandez on elevating Peruvian coffee through precision and trust

59
Barista on a mission
Jeraldine Torres Vela on her journey from workshops to taking the world stage

Traceability and innovation

Sustainability is no longer a side note, it's the foundation of coffee's future. This section opens with a bold call to action from Cafédirect, a household name in the UK and a significant specialty coffee buyer, reshaping sourcing models around equity, climate action, and farmer inclusion.

From there, we explore how sustainability plays out in practice: through global traceability frameworks, local adaptations to EUDR, post-harvest innovation, and climate-resilient species like Robusta. Together, these stories reflect the layered work, visionary, technical, and labour needed to ensure Peru's coffee can thrive amid shifting expectations and environmental realities.

Manifesto for the future of coffee

An interview with Nick Martell-Bundock, Head of Purpose at Cafédirect

Adriano Cafiso's global lens on Peru

Traceability and transparency in practice

Navigating EUDR

A case study on Laguna Los Condores's compliance journey

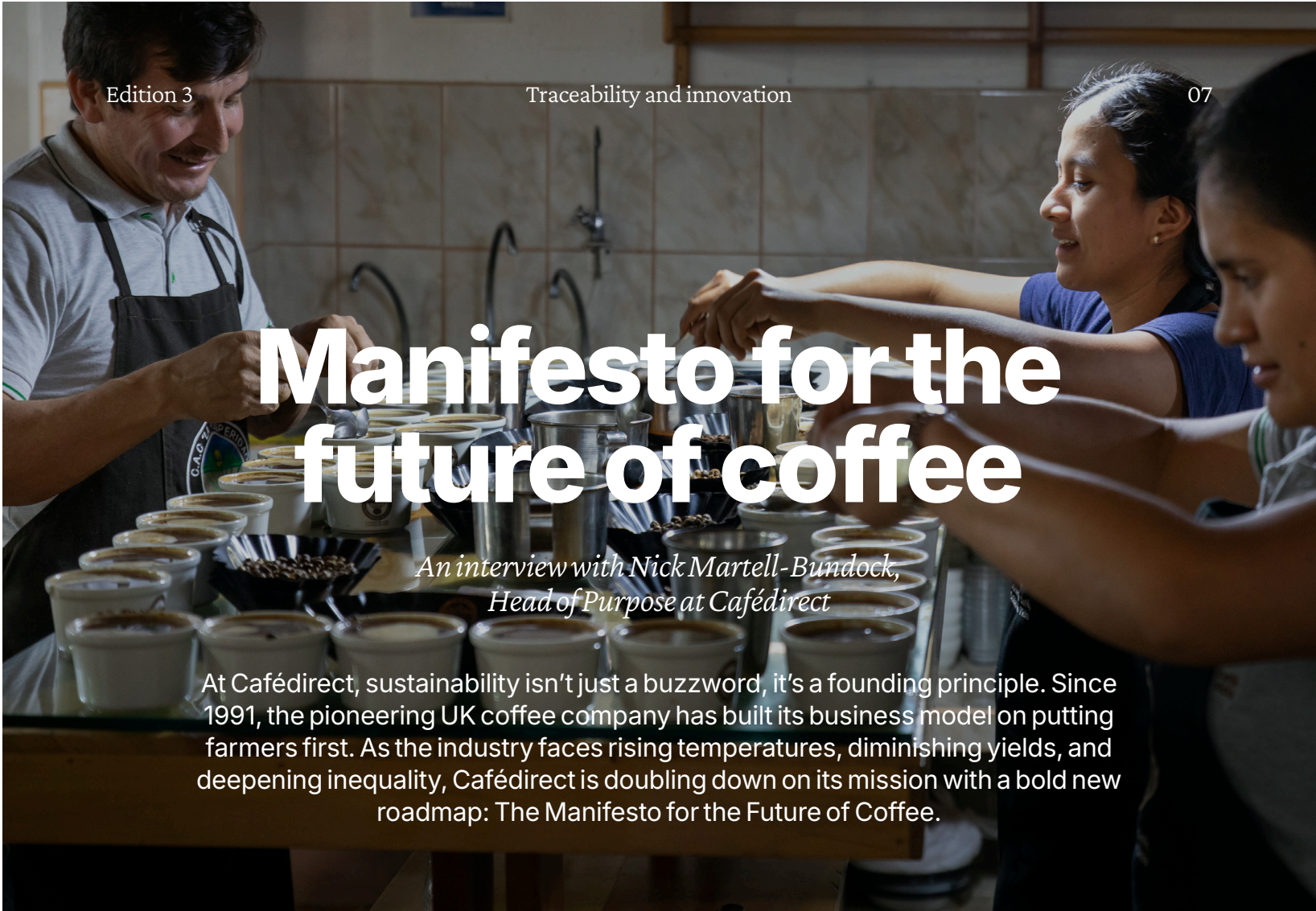
Beyond fermentation

Unlocking coffee and cacao's potential with Emer Tauma

The rise of Robusta

Lukas Harbig on climate-ready coffee in the region of San Martín





Manifesto for the future of coffee

*An interview with Nick Martell-Bundock,
Head of Purpose at Cafédirect*

At Cafédirect, sustainability isn't just a buzzword, it's a founding principle. Since 1991, the pioneering UK coffee company has built its business model on putting farmers first. As the industry faces rising temperatures, diminishing yields, and deepening inequality, Cafédirect is doubling down on its mission with a bold new roadmap: The Manifesto for the Future of Coffee.

We spoke with Nick Martell-Bundock, Head of Purpose, to explore the story behind their manifesto, how it shapes their sourcing in Peru, and what every person in the coffee chain—from producer to consumer—can do to help secure coffee's future.

Mark: Nick, tell us about your role at Cafédirect and how the Manifesto came together.

Nick: I lead on organisational sustainability and impact with the growers who produce our coffee. The Manifesto for the Future of Coffee lays out how we are changing the way coffee is bought and sold so that we can guarantee the future of coffee – and the people who make it. It builds on our Gold Standard sustainability framework, a set of goals designed to benefit growers, protect the environment, support communities, and influence businesses to do better.

Has this always been part of Cafédirect's ethos?

These goals have been at the heart of Cafédirect since we started in 1991. Putting farmers first—through decent prices and long-term investment—is built into our business model. This commitment is legally embedded in our Company Articles of Association and is reinforced by our membership of Social Enterprise UK.

Our Guardian Share Committee, made up of farmer representatives, our founder Oxfam and an impact investor ensures we stay on course, holding us accountable for fair and just trade.

Why the urgency now?

Climate change is making coffee harder and more expensive to grow. Global shortages already reflect this. Studies suggest by 2050 half the area growing

Cafédirect's Gold Standard Sustainability framework

- Living income and long-term partnerships
- Environment-first operations
- Community-centred development
- Business practices that influence positive change

coffee will no longer be suitable. If farmers can't make a living from coffee, they'll stop growing it. Right now, 80% of coffee farmers don't earn enough to cover the basics—food, healthcare, education. They need a stable, decent price to invest in their farms and future-proof their livelihoods. At the same time, businesses—including ours—need to cut their environmental footprint and drive real change across the industry.

What does the manifesto commit to by 2030?

Every farmer we buy from will have the skills, support, and power to earn more than a living income. We'll have made enough changes to the way we run our business that we'll have cut our own carbon footprint in half. Our approach to business will be so successful that instead of just breaking from the coffee pack we'll be leading it in this new direction.

The work we do and the ideas we share will have motivated 15 million people to do at least one thing to make their life more sustainable.

What's one action you'd ask readers to take away from the Manifesto?

One of our Manifesto goals is to inspire 15 million people to take action for a more sustainable future. One change could be as simple as choosing coffee from a company that pays farmers at least a living income.

You work closely with cooperatives in Peru, how has that shaped your mission?

We work directly with a network of farmer cooperatives, so we receive direct feedback on the challenges they face. Farmers are also involved in our decision-making. Two of our six board members are producers (including Michael Montalván from CAC La Prosperidad de Chirinos in Peru), ensuring their voices shape our business and Manifesto.

Most of the cooperatives that we buy from are also our shareholders, with representation through our Guardian Share Committee, which oversees our Manifesto. We regularly visit cooperatives in Peru, keeping our relationships strong and making sure we're actively supporting their needs.

From your sustainability lens, what's essential when sourcing from origin?

As a minimum we work with Fairtrade cooperatives and primarily buy organic coffee. Our Machu Picchu range is the bestselling branded single origin coffee in the UK, so no surprise Peru is our largest sourcing origin. Our sister charity, Producers Direct, also has a big presence there.

This farmer-led organisation runs Centres of Excellence—training hubs where farmers share knowledge to improve coffee quality and yield, adapt to climate change, learn about micro enterprise creation, and adopt more sustainable farming methods. These centres drive innovation, from new technologies and data solutions to alternative income streams that make coffee-growing communities more resilient. Their work has increased farmers' incomes by up to 50%.

Where next for Cafédirect?

Cafédirect's Manifesto isn't just a brand campaign—it's a concrete business plan for a more equitable and climate-ready coffee sector. With producers like Michael Montalván helping shape the company's decisions and thousands of consumers making better choices, the future of coffee is still within reach. As Nick reminds us: "The work we do and the ideas we share will have motivated 15 million people to do at least one thing to make their life more sustainable."

Producers direct in Peru

Farmer-led Centres of Excellence provides training on:

- Yield improvement
- Climate adaptation
- Business development

Result: Up to 50% income increase

01.

*All farmers to earn
more than a living income*

02.

*50% reduction in Cafédirect's
carbon footprint*

03.

*15 million people inspired
to take sustainable action*



Adriano Cafiso's global lens on Peru

Traceability and transparency in practice

From buyer-side initiatives and blue sky thinking to boots-on-the-ground realities across a number of different origins, we speak with Adriano Cafiso, a seasoned green coffee buyer, about his experience sourcing from multiple origins every year.

For over two decades, Adriano Cafiso has immersed himself in the world of coffee, bridging the gap between academic research, sourcing, and on-the-ground impact at origin. From his early studies on the Life Cycle Assessment (LCA) of coffee at the University of Catania to his tenure as a taster and buyer for an Italian roastery, Cafiso's journey has taken him across continents, deep into the coffee lands of Peru, Congo, Uganda, and India.

Today, his work extends from the oldest Arabica plantation in Italy—La Finca Balistrieri in Sicily—to Ethiopia and Peru, where he is actively shaping the future of traceable and sustainable specialty coffee. We discussed with Adriano his experiences, the evolution of Peruvian coffee, and his commitment to sustainability and biodiversity.

Mark: Your coffee journey started with research in academia. How did that transition into sourcing and working at origin?

Adriano: I began my coffee journey with an academic focus, studying the Life Cycle Assessment (LCA) of coffee at the University of Catania. My passion quickly led me beyond research and into the field. After completing my thesis, I worked for ten years as a taster and buyer for an Italian roastery, a role that immersed me in the realities of coffee production.

It was during this period that I lived in several coffee-producing countries, working directly with farmers

during harvests and processing periods. This hands-on experience allowed me to understand not just coffee quality but the complex social, economic, and environmental factors that shape it.

You've worked with many coffee origins—Congo, Uganda, India—but Peru holds a special place in your career. What initially attracted you to Peruvian coffee?

Peru was one of the first origins I worked with, so naturally, it holds sentimental value. But beyond that, it's the incredible biodiversity and regional diversity that continues to draw me back. Every time I return, I discover something new—whether it's an emerging microregion, a rare varietal, or an innovative fermentation process. The sheer variety in terroir and micro-climates gives Peru immense potential. Another key reason is the human and economic potential of Peru's coffee sector.

The coffee-growing communities here are resilient, passionate, and eager to improve their production. There's a strong willingness to embrace specialty coffee, which is essential for long-term economic development and sustainability.

You've collaborated with producers such as Finca Chiriloma and Saba Café. What value do you bring to these projects?

My role is multifaceted. With Saba Café, we began working

three years ago in Huancavelica, a region deeply affected by the internal conflict and terrorism of past decades. The scars of that period remain—many coffee farms were abandoned, communities displaced, and opportunities lost. But the resilience of the farmers and their willingness to embrace specialty coffee is changing the landscape.

Overtime, we've uncovered incredible potential, working closely with producers to improve quality and market access. With Finca Chiriloma, we focus on three main areas: export promotion, process innovation, and education. We've worked closely with the School of Coffee Excellence to spread knowledge about quality coffee practices. This project was deeply connected to the vision of Edwin Quea Paco, a pioneering producer who, sadly, passed away last year. His legacy continues to inspire our work in the region.

How does Peru compare to other origins you work with? What are its greatest strengths and challenges?

Peru stands out among coffee origins due to its immense biodiversity, which supports a broad range of flavour profiles, from bright, fruity, and floral to rich chocolate and spice notes. The country is also seeing a rise in specialty coffee culture, with growing interest in microlots, experimental fermentation techniques, and direct trade relationships. The country shows strong potential for sustainability, with many farms already organic-certified and increasingly adopting agroforestry practices, however, Peru faces notable challenges.

Infrastructure and logistics remain underdeveloped in remote coffee-growing areas, complicating transport and processing. There are also gaps in education and training, particularly in post-harvest processing and quality control, despite growing interest in specialty coffee.

Political and economic instability further exacerbates uncertainty for producers, while a lack of government transparency and widespread bureaucracy hinder farmers' access to financial and technical support.

What excites you most about the future of Peruvian coffee?

The continuous discovery of outstanding coffees and the opportunity to be part of a positive transformation in the industry. There are producers making incredible strides in fermentation and post-harvest techniques, and regions like Huancavelica and Amazonas are emerging as specialty coffee hotspots. We are just scratching the surface of Peru's full potential, and that is incredibly exciting.

Tell us about your work with coffee in Sicily. Where do you see the future of coffee production there?

In Sicily, we manage La Finca Balistrieri, the oldest Arabica coffee plantation in Italy. While coffee cultivation here is still experimental, climate change is shifting agricultural possibilities. Coffee, alongside crops like papaya and pitaya, is becoming a viable alternative to traditional horticulture.

Our goal is not just to produce coffee but to understand how it fits into regenerative farming. Sicily has suffered from severe soil degradation, and we believe agroforestry and mixed-crop systems—where coffee plays a role—can help restore soil health and biodiversity.

Is there anything else you'd like to share?

I believe the rise of specialty coffee is driving positive change worldwide. It's not just about better-tasting coffee; it's about creating more sustainable farming systems, improving livelihoods, and building resilience against climate change. As consumers become more informed, we have a real chance to shape a better future for coffee producers and ecosystems.

A bright future

From his academic beginnings in coffee science to his hands-on work with farmers across continents, Adriano Cafiso embodies the intersection of research, sourcing, and sustainability. His work in Peru, Ethiopia, and Sicily highlights the evolving landscape of specialty coffee and the possibilities for regenerative, traceable, and high-quality production.

As the Peruvian coffee sector continues to mature, Cafiso's insights and collaborations help bridge traditional practices with modern innovation, ensuring that coffee remains not just a commodity, but a sustainable and meaningful craft.

*If traceability is the theory,
EUDR is the stress test.
Here's how one cooperative is
navigating the new rules.*

Navigating EUDR

A case study on Laguna Los Condores's compliance journey with Evelin Caman Aliaga, a founding member of the cooperative

The European Union Deforestation Regulation (EUDR) represents a paradigm shift for global coffee exports, mandating strict deforestation-free compliance for products entering the EU market. This legislation has placed coffee-producing countries, particularly those with high numbers of smallholder coffee producers like Peru, under immense pressure to meet new traceability and sustainability standards.

For Laguna Los Condores, a Peruvian coffee cooperative working in the Amazonas region with 806 producers in its supply chain, EUDR compliance has been both a challenge and an opportunity. Since 2022, Laguna has actively worked to prepare for these regulations, implementing awareness campaigns, refining traceability systems, and adapting farm management strategies to increase productivity within existing land boundaries.

This case study explores their journey, highlighting the real-world challenges, the ongoing uncertainties, and the broader industry implications of EUDR in the Peruvian coffee sector.

What EUDR means for coffee producers, associations, cooperatives and exporters

EUDR is designed to ensure that agricultural commodities, including coffee, do not contribute to deforestation. The key compliance requirements include:

- **Deforestation-free supply chains:** Coffee farms must prove no deforestation has occurred after December 31, 2020.
- **Geolocation data:** Each batch of coffee exported to the EU must include precise farm location details.
- **Legal land ownership proof:** Producers must verify their land tenure, a challenge in regions where formal land titles are scarce.
- **Due diligence statements:** Exporters must provide documentation proving compliance with these regulations.

For cooperatives like Laguna, who also export, meeting these requirements is particularly complex due to Peru's fragmented land ownership system and the technological gaps many smallholder farmers face.

Adapting to EUDR regulations with Laguna Los Condores

Laguna is a key player in Peru's specialty coffee sector, working with 806 producers to bring high-quality, traceable coffee to international markets. With the rise of EUDR, Laguna has proactively taken steps to ensure compliance while safeguarding the livelihoods of its producers.

Steps taken for EUDR compliance

1. **Awareness and education:** Since 2022, Laguna has conducted extensive workshops and technical assistance programmes to help producers understand the implications of EUDR. These initiatives have emphasised sustainable practices, particularly ensuring that farms do not encroach upon deforested areas.
2. **Traceability and data collection:** One of the most demanding aspects of EUDR compliance is providing farm-level geolocation data. Laguna has been working to map farm boundaries, a task complicated by the absence of official land records for many producers.
3. **Land ownership challenges:** Less than 20% of agricultural lands in Peru have formal property titles. This has become a major roadblock for Laguna and other organisations. Without legal land ownership documents, proving compliance under EUDR is difficult, creating uncertainty for smallholder coffee producers whose market access depends on meeting these requirements.
4. **Increasing productivity without expanding land use:** To align with sustainability goals, Laguna has focused on improving farm productivity per hectare rather than expanding into new land.

Key strategies for increasing productivity

- Teaching advanced cultivation techniques to optimise yield per hectare.
- Introducing tissue management practices to enhance coffee plant longevity.
- Encouraging financial literacy, so producers can better assess production costs and profitability.

The postponement of EUDR: A needed adjustment or a delay tactic?

In late 2024, the EU announced a 12-month postponement of EUDR enforcement, citing concerns over implementation clarity. While some organisations welcomed the delay as a chance to better prepare, others questioned whether the extra time would lead to genuine support for producers or merely prolong the uncertainty.

Laguna's view on the postponement

They view the postponement as a double-edged sword. On one hand, it provides much-needed time—to refine traceability systems, work through the complexities of land tenure, and help more producers align with EUDR requirements. On the other, there's a real concern that without urgency from policymakers and buyers, the sector could find itself scrambling once again as the new deadline approaches in 2025.

Challenges and realities: What's holding back compliance?

Despite Laguna's early and proactive efforts, several structural barriers continue to complicate the path to full EUDR compliance. Chief among them is the issue of land tenure: without formal government-backed titles, many producers simply can't provide the legal proof of ownership that the regulation demands. The cost of compliance adds another layer of difficulty—mapping farms, collecting geolocation data, and maintaining digital records requires funding and infrastructure that smallholder farmers often don't have.

On top of that, many producers work in areas with limited access to smartphones, GPS tools, or reliable internet, making the technical side of traceability a significant hurdle. All of this unfolds against a backdrop of growing market pressure, as buyers begin to prioritise EUDR-compliant coffee—putting

Key barriers to EUDR compliance

- Only 1 in 5 farms in Peru has a land title.
- Smartphones, GPS, and connectivity remain limited in many rural areas.
- Compliance costs are high, especially for smallholders.

those who can't meet the standards at risk of being left out of key European markets.

The road ahead: Is EUDR a threat or an opportunity?

While compliance remains complex, Laguna recognises that the EUDR could ultimately bring long-term benefits—if the right support structures are in place. For producers able to meet the regulation's demands, there's a chance to stand out in the market, potentially securing higher prices for traceable, deforestation-free coffee. The process of aligning with EUDR has also encouraged better farm management, as producers begin to engage more closely with their own data—tracking costs, understanding yields, and making more informed decisions.

Over time, the regulation could even drive broader sustainability efforts, creating space for greater investment in reforestation and agroforestry. But these benefits won't materialise on good intentions alone. Systemic changes are essential. Without government-backed land titling, many producers will remain locked out of compliance. Financial assistance is also crucial, especially for cooperatives and smallholders who cannot absorb the costs of new traceability systems on their own.

And perhaps most urgently, clearer, more practical guidance is needed from EU institutions to avoid another wave of last-minute confusion when enforcement resumes.

A defining moment for Peruvian coffee

Laguna's case illustrates the real-world complexities of EUDR compliance, from land tenure struggles to the costs of traceability systems. While challenges remain, this moment represents an opportunity to redefine how sustainability and trade intersect in the coffee industry. With the right support, EUDR could ultimately strengthen Peru's position as a leader in sustainable coffee production.



Key recommendations on EUDR

Producers

- Start documenting farm boundaries and production data
- Engage with cooperatives / exporters to understand traceability requirements
- Implement productivity-boosting techniques to avoid land expansion

Exporters

- Invest in traceability systems to streamline compliance
- Advocate for government assistance in land titling initiatives
- Work closely with European buyers to clarify expectations

Policymakers

- Support land tenure reform to facilitate compliance
- Incentivise tech adoption for digital traceability in rural areas
- Provide financial assistance to cooperatives adjusting to new requirements

From policy pressure to microbial precision, sustainability is just as much about what happens in the tank as on the farm.



Beyond fermentation

Unlocking coffee and cacao's potential with Emer Tauma

Emer Tauma has worked with countless coffee and cacao producers across Peru, not only as a specialist in post-harvest fermentation but also as a community builder. Through his cooperative, APROSEM Café y Cacao, he collaborates directly with smallholder coffee and cacao producers to improve processing standards and open new market opportunities.

Born and raised on a coffee farm, Emer Tauma's journey into the world of coffee began at an early age. As the son of a coffee producer, he experienced firsthand the intricacies of cultivation and the dedication it demands. His passion led him to study at the Mare Terra Coffee Institute in Barcelona, where he deepened his understanding of coffee science.

Specialising in fermentation processes at Tecnicafé (Innovation Technological Park for Coffee and Coffee Production Corp) in Colombia, he has since dedicated his career to researching coffee and its derivatives. With experience spanning Peru, Colombia, Ecuador, Panama, and Brazil, Emer has developed innovative coffee processing techniques that enhance both quality and flavour profiles.

Coffee and cacao

For as long as he can remember, coffee has been an integral part of Emer's life. Even before planting his first coffee tree, he was collecting wild coffee cherries in the mountains as a child. Over time, his expertise expanded to include cacao, another vital crop in Peru's agricultural landscape.

Today, he operates in key coffee and cacao regions—Cajamarca and Junín—where he applies his knowledge to refine fermentation techniques and elevate the final product's quality.

Mastering coffee processing through experimentation

Emer's journey into specialty coffee processing began in

2012, at a time when the specialty coffee movement was gaining global momentum. His curiosity about differentiated coffees led to countless fermentation experiments. Studies in Spain and Colombia provided the technical foundation to systematise and refine these processes, enabling him to develop unique and complex flavour profiles through controlled fermentation.

Coffee vs. cacao fermentation: Understanding the key differences

Although coffee and cacao fermentations share microbial foundations and post-harvest importance, the specifics of their processes diverge in several meaningful ways:

1. **Temperature control:** Coffee fermentation typically occurs at temperatures below 30°C, with cooler conditions preferred to maintain control and avoid over-fermentation. In contrast, cacao fermentation generates heat through microbial activity, naturally rising to 45–55°C. Temperatures above 55°C can be detrimental to cacao quality and are generally avoided.
2. **Fermentation and oxidation dynamics:** Coffee primarily undergoes microbial fermentation, which may be either aerobic (oxygen available) or anaerobic (oxygen deprived) depending on the method used. Some styles also involve

mild oxidation due to air exposure. In cacao, both fermentation and oxidation are essential: microbial fermentation dominates the early stages, while oxidation of the cacao seeds follows as oxygen penetrates the pulp-free mass, transforming polyphenols and developing chocolate flavour precursors.

3. **Oxygen and infrastructure:** Coffee fermentation infrastructure varies widely. It can occur in open-air tanks (aerobic) or in sealed environments (anaerobic), depending on the desired flavour outcome. Cacao, by contrast, is always processed in aerobic, well-ventilated conditions, typically in wooden boxes or baskets that are regularly turned to introduce oxygen and sustain microbial activity.
4. **Drying methods and environmental needs:** Both crops utilise similar drying technique, raised beds, patios, and occasionally mechanical dryers, but differ in moisture targets and drying sensitivities. Cacao is especially vulnerable to mould and requires careful management during drying. Beyond drying, their ideal cultivation environments differ:
 - Cacao thrives in lowland tropical climates, typically below 800 meters above sea level.
 - Coffee prefers higher elevations (1,000 – 2,000+ masl), where cooler temperatures contribute to slower fruit maturation and more complex flavour development.

Exploring anaerobic and double fermentation in cacao

While anaerobic and double fermentation techniques are more commonly associated with coffee, some of their underlying principles—such as controlling oxygen exposure and steering microbial activity—can be selectively adapted to cacao.

However, because cacao fermentation requires aerobic conditions at key stages for proper seed death and flavour precursor development, fully anaerobic fermentation presents unique challenges. When carefully managed, experimental methods such as sealed fermentations or multi-phase inoculation can yield more distinct and complex flavour profiles in cacao.

Challenges of implementing fermentation on new farms

Introducing fermentation techniques to farms unfamiliar with the practice can be challenging. Emer has found the most common obstacles to include:

- A lack of technical knowledge among producers.
- Inconsistent environmental conditions, making it harder to standardise fermentation outcomes.
- Limited financial resources for infrastructure

improvements.

- Resistance to change, as some farmers hesitate to adopt new techniques.

Nevertheless, with education, hands-on training, and phased implementation, these challenges can be addressed. The potential for enhanced cup quality and increased market value makes fermentation an invaluable tool for advancing both coffee and cacao production in Peru.

Looking to the future

With years of experience across multiple coffee-producing countries, Emer Tauma remains committed to pushing the boundaries of coffee and cacao fermentation. His passion for research and innovation continues to shape Peru's specialty industries, ensuring that producers can leverage fermentation techniques to create world-class products.

As Peru strengthens its reputation as a specialty coffee and cacao powerhouse, experts like Emer play a pivotal role in bridging tradition with modern processing innovations, paving the way for even more exciting developments in the years to come.

Visit Emer in Lima!

Beyond his fieldwork and research, Emer also celebrates the results of these efforts in Lima, where he runs Ashani Cafe, a café showcasing the coffees produced by him and cooperative members. If you're ever in Lima, stop by to taste the fruits of their labour and experience the full circle of Peru's specialty coffee and cacao story.

Innovation isn't always about new tech, sometimes it's about seeing a misunderstood species in a new light.



The rise of Robusta

*Lukas Harbig, CEO of CUMPA, on climate-ready coffee
in the region of San Martín*

Canephora—often known by its more common name, Robusta—is one of two main coffee species cultivated commercially, alongside Arabica. While Arabica is celebrated for its bright acidity and complex flavours, Canephora is distinguished by its resilience, higher caffeine content, and deeper, earthier taste profile.

Traditionally dismissed by the specialty coffee industry, Canephora is now undergoing a global reappraisal, as climate change threatens the sustainability of Arabica in lower-altitude regions. For CUMPA, a German-based green coffee importer founded in 2018, Canephora isn't just a backup plan—it's a key to the future of coffee in Peru.

Their journey into Canephora began unexpectedly in San Martín, where a research project in 2017 revealed that climate stressors were making Arabica increasingly difficult to grow. However, instead of defaulting to hybrid Arabicas, CUMPA saw an overlooked opportunity in cultivating Canephora as a sustainable and high-quality alternative.

"For decades, Canephora has been dismissed as a 'low-grade' coffee. But the reality is, it's an entirely different species that has been misunderstood. If we grow and process it with the same care as Arabica, we can elevate it to specialty standards. It's not a matter of replacing one with the other—it's about adapting to new realities in coffee production."

Why Canephora? The climate crisis and a necessary shift

In coffee-growing regions like San Martín, Amazonas, Huánuco, and Junín, farmers are witnessing firsthand the increasing vulnerability of Arabica to pests, diseases, and

extreme weather patterns. The region's mid-elevation farms (1000-1500m) are particularly at risk, as the spread of coffee leaf rust has outpaced even the most disease-resistant Arabica hybrids.

Despite these challenges, Canephora remained largely ignored in Peru, dismissed as "bad coffee" with no place in the specialty sector. Meanwhile, in European roasteries, CUMPA saw a different reality—Canephora was already gaining appreciation among espresso-focused roasters, cold brew specialists, and fermentation innovators.

"Canephora has unique strengths—it thrives where Arabica struggles, it offers more body and texture, and with proper post-harvest techniques, it can showcase unexpected complexity. Yet, in Peru, no one was seriously investing in it."

Reviving forgotten genetics: CUMPA's work with Peruvian Canephora

While searching for existing Canephora cultivation in Peru, CUMPA found an unlikely source: CEPRO Yanesha in Villa Rica, a cooperative working with indigenous Yanesha people. Unbeknownst to many, Peru already had a genetic foundation for high-quality Canephora. In the 1980s, a government project introduced five different Canephora

varieties to select farms in the Central Jungle. However, this initiative was abandoned due to political instability, armed conflict, and shifting market preferences.

Decades later, these plants were rediscovered. What was once considered an outdated experiment was suddenly a potential blueprint for Peru's future in climate-resilient coffee. Using seeds from CEPRO Yanessa and CENFROCAFE, CUMPA and its partners planted 22.5 hectares of Canephora across 30 farms from APROECO and ORO VERDE cooperatives in San Martín.

Unlike industrial Robusta farms, which often prioritise yield over quality, this project took a specialty-focused approach, focusing on:

- **Genetic selection:** Testing multiple Canephora varieties for cup quality and disease resistance.
- **Agroforestry integration:** Encouraging farms to maintain biodiversity and protect soil health.
- **Processing innovation:** Experimenting with fermentation techniques, controlled drying methods, and optimised hulling.

Despite Canephora's natural resilience, it is not immune to climate stress. The project has faced two of the hottest summers on record in 2023 and 2024, testing the limits of these plants. Yet, the vast majority of the ~70,000 seedlings have survived—a sign that Canephora could provide a viable path forward for coffee farmers struggling with Arabica's declining viability.

A new chapter for Peruvian Canephora

The coming harvest will be a critical moment for Peruvian Canephora, as farmers, processors, and buyers assess its flavour potential, market viability, and scalability. Last year, CUMPA attempted to fund a CQI Q Processing Robusta Course for these pioneering farmers, but financial support fell short. Nevertheless, progress continues. One of the most exciting developments has been CUMPA's role in knowledge exchange programmes.

In December 2024, they facilitated an educational trip to Brazil, where Peruvian producers from San Martín and Junín met with Canephora specialists in Espírito Santo, one of the world's leading Robusta-producing regions. "Visiting Brazil was a revelation. Farmers who had never considered Canephora as a premium crop saw an entirely different approach—a culture of meticulous cultivation, intentional processing, and real market demand for high-quality Robusta."

Overcoming barriers: Traceability, market access, and perception

While Canephora has clear agronomic advantages, the transition won't be easy. In Peru, logistics, traceability, and pricing models are deeply tied to Arabica, making Canephora's integration into specialty coffee markets a slow process. A key challenge is traceability—if Canephora is priced lower than Arabica, farmers may be tempted to sell it under a different name in nearby markets.

For importers like CUMPA, this complicates efforts to establish a stable supply chain and ensure fair pricing. "For Canephora to succeed in Peru, we need to create a transparent and fair market that incentivises quality-focused production. Otherwise, farmers will continue treating it as a fallback crop instead of an opportunity."

The future: Where can Peruvian Canephora grow?

CUMPA believes that the lower slopes of the Andes, particularly in the Huallaga Valley and the Amazon Basin, could be prime regions for specialty Canephora. However, the company insists that Canephora cultivation must not come at the expense of deforestation.

"Our goal is not to replace Arabica, nor to clear land for industrial Robusta farms. Instead, we see Canephora as an agroforestry solution, offering farmers an alternative to environmentally destructive industries like cattle grazing, palm oil, and rice farming."

Rethinking Canephora

For too long, Canephora has been dismissed as a lesser coffee, rather than being understood on its own terms. But with the right farming, processing, and market positioning, it can become a legitimate part of Peru's specialty coffee sector. CUMPA's message is clear: "Give Canephora a try."

As global sourcing models evolve and compliance frameworks take hold, Peru's coffee producers are rising to meet the moment with ingenuity, science, and persistence.

But sustainability doesn't only unfold at the technical level. It's also visible in the new names and regions gaining traction across the country. In the next section, we turn to Peru's emerging coffee regions, where recognition, competitions, and identity-building are putting overlooked landscapes on the specialty map.

Emerging coffee regions

Peru's coffee identity is expanding. While regions like Cajamarca and Cusco have historically defined the country's specialty reputation, other landscapes, often overlooked or logistically isolated, are now stepping forward with coffees of equal promise.

In this section, we highlight two regions in particular: Huánuco and Huancavelica, where competitions, festivals, and renewed local pride are putting producers and their coffees on the map. These stories aren't just about recognition—they're about identity building, infrastructure gaps, and the power of visibility.

Huancavelica's coffee renaissance

How a remote region is
entering the specialty market

Huánuco's competitive competition

An interview with José Manuel
Zúñiga Martínez





Huancavelica's coffee renaissance

How a remote region is entering the specialty market

Four years ago, deep in the remote Andes of Huancavelica, a remarkable discovery was made, an unrecognised coffee-producing region where coffee trees grew in orchard-like settings at elevations of 2,300 meters above sea level. Despite its obscurity, the area of Tayacaja and Tintay Puncu possessed extraordinary potential.

The mother varieties of Catuai and Typica remained intact, unaffected by rust or borer infestations, presenting an untapped opportunity for high-altitude specialty coffee.

A vision for change

One of the key figures behind the movement to bring visibility to this region is Oscar Martinez Habich, a dedicated coffee advocate with family connection to the region and founder of Saba Café, and more recently, the Makeda Project, a new organisation focussed on sourcing green coffee. Oscar has been instrumental in working alongside producers, implementing better processing techniques, and promoting the potential of Tayacaja's coffee to buyers and industry professionals.

Oscar's journey into specialty coffee began ten years ago when the market for Peruvian specialty coffee was still emerging. Initially, his passion stemmed from a love of flavour and aroma, but over time, it became a deeper calling—one that reshaped his life. Five years ago, he made a bold decision to leave his position as a risk manager at a local bank in Lima's financial centre, trading his office for the valleys of Huancavelica in search of the region's finest specialty coffees.

The idea of creating a coffee festival in such a remote location was ambitious. How do you showcase a coffee region that no one in the industry had even heard of? The challenge was not just about recognition; it was about overcoming logistical barriers, earning trust from local

producers, and building an ecosystem that could sustain specialty coffee production in the long term.

The journey to the first festival

At the time, PROVRAEM, a government initiative focused on supporting avocado production in the region, recognised the potential of specialty coffee practices. Seeing the opportunity for collaboration, they invited participation in a regional fair that included coffee and other agricultural products. However, the vision extended beyond a simple trade fair—it was about creating an identity for Tayacaja as a specialty coffee province.

Thus, the Tayacaja Coffee Festival was born. The first edition required convincing producers that their coffee could be something more than just another commodity. Oscar played a key role in this process, working directly with farmers to introduce better practices, showcase the unique flavour profiles of Tayacaja's coffee, and attract buyers willing to invest in these hidden gems.

Overcoming challenges to build an annual tradition

The journey was not easy. Tintay Puncu is eight hours from Pampas, the capital of Tayacaja province. The roads are precarious, the infrastructure limited—there were no hotels, only two small restaurants, and very little capacity to accommodate visitors.

Yet, the passion for creating something meaningful drove

the project forward. With the support of PROVRAEM and other institutions, the festival overcame these limitations. More producers joined, institutions began supporting the initiative, and buyers started taking notice. Slowly but surely, Tayacaja's coffee was no longer invisible to the world.

The festival's impact on producers and the community

Since its first edition, the festival has grown into a pivotal event, bringing together more producers, institutions, and industry professionals each year. Beyond celebrating the region's coffee, it has become a driving force for economic and social development, empowering small-scale producers with access to knowledge, markets, and sustainable practices.

For producers like Mun Gabina, the festival transformed coffee from an uncertain livelihood into a viable future. Specialty coffee is proving to be a catalyst for change in this remote corner of Peru, enabling farmers to access higher prices, invest in better processing methods, and improve their quality of life. Oscar and his work with the Makeda Project have further strengthened this impact.

By providing direct support to producers, helping them refine their processing techniques, and ensuring their coffee reaches high-value markets, Oscar has played a key role in shaping the trajectory of Tayacaja's specialty coffee movement.

Measuring success and looking ahead

The festival set out with three main objectives:

1. **Encourage good agricultural practices:** Producers are steadily adopting sustainable and quality-focused techniques.

2. **Increase recognition of Tayacaja as a coffee region:** Buyers, baristas, and cuppers are now taking notice, fostering new connections and opportunities.
3. **Establish specialty coffee as a profitable and sustainable livelihood:** The region's smallholders, spanning districts such as Tintay Puncu, Cochabamba, and Roble, are seeing growing interest in their coffee.

Looking ahead, the goal is to expand the festival's reach, improve logistical accessibility, and attract even more industry professionals. While challenges remain, particularly in infrastructure, each year proves that the festival is not just an event—it is a movement towards recognition, sustainability, and opportunity for Tayacaja's coffee producers.

The impact of losing institutional support

As 2025 brings a moment of pause. Due to the withdrawal of institutional support—most notably the USAID-backed PROVRAEM initiative, which had provided essential logistical coordination—the Tayacaja Coffee Festival may not go ahead this year. Organising such a gathering in a region with minimal infrastructure, long travel distances, and fragile connectivity has always been a challenge. Without the scaffolding of key partnerships, the dream has had to yield to the realities of this year.

Still, the vision endures. The work continues in the fields and on drying beds. Producers remain committed to quality, resilience, and regeneration. And those who have witnessed Tayacaja's rise—whether as attendees, buyers, or partners—carry forward its story, its promise, and its potential. This is not the end. It's a pause. A reorientation. A moment to reflect, regroup, and reimagine what comes next for Huancavelica's coffee and the communities it sustains.

*From Tayacaja to Tingo María.
In one region, a festival redefined
identity. In another, competition is
revealing what's been there all along.*



Huánuco's coffee competition

An interview with José Manuel Zúñiga Martínez

Further north, in the lush high jungle of Huánuco, another quiet revolution is underway. At the heart of it is José Manuel Zúñiga Martínez, a quality consultant and lead judge of the Alto Huallaga Specialty Coffee Competition (CONCAFES). What started as a small regional effort has grown into a fully-fledged circuit of district contests, culminating in a vibrant showcase during Ficafé 2024.

José Manuel and his team are proving that with the right structure, collaboration, and dedication to quality, Huánuco can stand shoulder to shoulder with Peru's more famous origins. In this interview, we speak to José Manuel about the evolution of the competition, the remarkable coffees emerging from Huánuco, and how a strong internal market may hold the key to both national pride and international recognition.

Mark: Can you introduce yourself and share your experience in coffee competitions and quality assessment?

José: My name is José Manuel Zúñiga Martínez, and I specialise in coffee quality management, with expertise in production, processing, and transformation. Over the past 12 years, I have worked extensively in coffee production and quality control, judging national and regional specialty coffee competitions.

I have had the privilege of serving as a Q Grader Cupper and Lead Judge for the Alto Huallaga Specialty Coffee Competition in Tingo María, Huánuco (2022 & 2024), as well as being a national judge for the Cup of Excellence in multiple editions.

You led the selection and tasting of Huánuco's best coffees at Ficafé 2024. How did you identify the top 22 coffees?

Showcasing Huánuco's top 22 coffees at Ficafé 2024 was a collaborative effort between local institutions, district and

provincial municipalities, and organisations such as DEVIDA (National Commission for Development and Life without Drugs) Zonal Office Tingo María, CITE Agroindustrial Huallaga, and the Regional Directorate of Agriculture.

We started by organising nine district-level specialty coffee competitions in Marías, Monzón, Chaglla, Chinchao, Daniel Alomías Robles, Mariano Dámaso Beraún, Luyando, Hermilio Valdizán, and Cholón. The winners from each district then advanced to CONCAFES 2024 (IV Alto Huallaga Specialty Coffee Contest, Tingo María, Huánuco).

Huánuco's coffee quality can be exceptional, yet it remains relatively under the radar. Why do you think it hasn't gained the same recognition as other regions?

Peru has many diverse coffee-growing regions, each with unique attributes. The perception that some regions are "better" than others is misleading—every coffee region has something special to offer. The difference lies in how some regions have been quicker to transition to high-quality varieties with differentiated genetic profiles, gaining earlier international recognition.

Huánuco is still in that transformation phase, but with its ideal climate, high altitudes, and growing producer engagement, it won't be long before it secures a place among Peru's most sought-after coffee origins.

How did the auction go? Were producers satisfied with the results, and will this initiative continue?

The auction for the winners of CONCAFES 2024 took place during Ficafé on November 9. It was an intense and exciting event because we had overcome significant logistical challenges to make it happen. The entire organising team worked hard to ensure producers got the recognition and prices they deserved. This was not just an auction—it was a carefully planned initiative that included:

- Nine district competitions across six provinces
- A final cupping round to select the best 22 coffees
- Three rounds of pre-auction tastings to attract buyers: two in Lima and one in Tingo María

Thanks to the support of Le Cordon Bleu, DEVIDA, and Puro Aroma Café, we were able to connect producers with roasters, cafés, and national buyers, ensuring high visibility. Producers were thrilled with the outcome, both financially and in terms of recognition. As with every year, organising CONCAFES is a challenge, but we are fully committed to making the 2025 edition even bigger and better.

What are the biggest challenges for exporting Huánuco coffee internationally?

In the world of specialty coffee, we are still in the process of educating both producers and consumers about what it means to produce, process, and enjoy high-quality coffee. The key challenge isn't just about exporting—it's about building a strong internal market where people recognise and value quality coffee. Exporting is important, but if we can generate greater demand within Peru, the entire supply chain benefits.

A strong local market creates a more dynamic coffee economy, where profits are shared among all actors, from production and processing to the final consumer. This internal demand helps producers stay competitive, invest in better processing methods, and ultimately strengthen Huánuco's reputation on a global scale.

At the same time, for Huánuco to grow internationally, we must comply with export requirements and work on strengthening organisations such as cooperatives and entrepreneurial associations. Many producers still work independently, which makes it harder to access technical training, financial support, and better market opportunities. By reinforcing these structures, we can ensure that Huánuco coffee not only meets international standards but also gains the recognition it deserves.

Which areas in Huánuco have the highest potential for international specialty coffee markets?

Huánuco has four distinct coffee-growing zones that each produce unique and complex cup profiles:

- Monzón & Marías Valley
- Chinchao & Chaglla
- Cholón

- Hermilio Valdizán

These areas have demonstrated great quality potential, and as producers continue refining their processing methods, we expect to see even greater interest from international buyers.

Do you have a favourite coffee from Huánuco? What are the standout flavour profiles of the region?

Every district in Huánuco offers something different, so it's impossible to choose just one! What makes Huánuco special is its diversity in cup profiles. Coffees from the Alto Huallaga region often present bright acidity, complex notes, and caramelised sweetness. Some lots have a fruity and floral expression, while others lean towards chocolate and nutty undertones with a silky mouthfeel.

Since the first competition in 2019, Huánuco has made significant progress. What has changed, and what's next?

We've come a long way since 2019, when we first organised the Monzón Valley Specialty Coffee Competition with an auction. That event marked a turning point—since then, producers, institutions, and municipalities have become more involved, and now we have nine district competitions leading up to a major regional event.

One of the biggest transformations has been the shift towards high-quality coffee varieties and improved post-harvest processing techniques. Producers are seeing the benefits of investing in quality, and that momentum continues to grow. Looking ahead to 2025 and beyond, we are focused on:

- Expanding training and support programmes for producers.
- Strengthening cooperative structures to facilitate direct exports.
- Enhancing marketing efforts to elevate Huánuco's reputation in the specialty coffee sector.

We are now preparing for the V edition of the Alto Huallaga Specialty Coffee Competition - Tingo María 2025.

Beyond the auction: How Huánuco is claiming its place

Huánuco is entering a new era in Peruvian specialty coffee, with a growing community of producers, organisations, and buyers who recognise its potential. Each year, the competition strengthens quality, visibility, and producer engagement, ensuring that the region gains the recognition it deserves. With continuous efforts in competitions, processing advancements, and strategic collaborations, Huánuco is well on its way to becoming a leading name in Peruvian specialty coffee.

01.

*Nine district-level
competitions*

02.

Six provinces

03.

*22 coffees selected
with >86 SCA points*

04.

*9.5-12%
humidity range*

Producer-led growth

While competitions and events bring attention to emerging regions, many producers are not waiting for recognition—they are building their own futures. In this section, we focus on the individuals and associations taking control of the value chain. From launching community-based supply chains to experimenting with income diversification, these stories showcase the strategic decisions producers are making to sustain themselves and thrive.

We also zoom out to look at the broader dynamics shaping trade, from sourcing power imbalances to volatile pricing structures, and how they affect the long-term viability of specialty coffee production in Peru. Together, these pieces reflect a shift: toward producer agency, resilience, and market redefinition.

The reality of coffee sourcing

Amanda Eastwood Chavez on what it takes to build sustainable market access

Price, power and Peruvian coffee

Understanding the trade equation

Proyecto Otuzco

From coffee bike to producer organisation with Carlos Solis Zapatel

Organising for better prices

AYNI on reciprocity, ancestral knowledge, and long-term collaboration

The case for honey production

Roiber Becerra on how honey is helping to fund coffee dreams





The reality of coffee sourcing

*What it takes to build sustainable market access
with Amanda Eastwood Chavez*

We met Amanda in Lima in November 2025 after being introduced to her by Andrew Piper, a US-based green coffee buyer, who has experience sourcing in Peru. From the moment we connected, it was clear that Amanda's journey through coffee has been one of passion, perseverance, and purpose.

With nearly two decades of experience in sourcing, sustainability, and business development, Amanda has worked across multiple origins, gaining a unique perspective on the challenges and opportunities within the global coffee supply chain. In this interview, she shares her insights on the evolution of the coffee industry, the importance of trust in sourcing, and her current work with M-Cultivo to empower specialty coffee producers worldwide.

From a young dreamer to a coffee industry leader

My name is Amanda Eastwood, and my career in coffee began in 2006. From the age of 15, I knew I wanted to live and work in Latin America, contributing to generational, systemic change. Though I didn't have the vocabulary to articulate it then, that was the force driving me.

Throughout high school and university, I studied, volunteered, and worked in Latin America, eager to connect with its people and culture. I was hungry for adventure, to meet new people, and to dedicate my energy to making a meaningful impact. My journey in coffee started with a sales role at Cafe Imports in 2006, where I learned the intricacies of specialty green coffee—cupping, building menus with roasters, and understanding producers' realities across the world. However, my dream of moving to Latin America remained unfulfilled.

Volunteering with Grounds for Health, a non-profit focused on cervical cancer prevention in coffee-producing

communities, brought me to Nicaragua. This experience fueled my decision to pursue a Master's in Public Health, which ultimately became my ticket out of the United States.

After working in non-profit roles across Mexico, Nicaragua, and Tanzania, I found my way back to coffee—this time, as a tool for driving positive change across the supply chain. Over the years, I've worked in sourcing and exporting microlots from Central America, supporting responsible sourcing for a UK-based importer, and helping develop ethical sourcing strategies for one of the leading roasters in the United States. Today, through my work with M-Cultivo, I partner with specialty coffee farmers worldwide, providing services to help them grow their businesses.

My career in coffee has introduced me to incredible people, allowed me to live and work in various producing and consuming countries, and enabled me to contribute to meaningful impact—just as I had set out to do.

Discovering the unexpected: Coffee's hidden gifts

Specialty coffee has been my gateway into the world of fine flavours—chocolate, honey, wine, beer, cheeses, and all things culinary. It has nurtured my love for creating inviting spaces and bringing people together over great food and drinks. Coffee has heightened my sensory experiences and strengthened my ability to connect with people.

When I first stepped into the industry, I had no idea how vast and interconnected the world of coffee would be. The

number of people I've met from different backgrounds, cultures, and places has profoundly shaped my perspective. My ways of thinking, my worldview, and my friendships have been enriched beyond measure.

From an industry perspective, I've been surprised by the persistent disconnect between coffee consumers and producers. Even within importing and roasting companies where people visit coffee origins regularly, there is often a limited understanding of the complexities farmers face—climate change, cash flow struggles, volatile prices, and political instability. This gap in understanding can create unrealistic expectations on both sides, sometimes leading to the breakdown of what could otherwise be strong, long-term partnerships.

Progress and stagnation: What has (and hasn't) changed in coffee

As an industry, we talk a lot about 'sustainability', a term that's become saturated with buzzwords, hashtags, and initiatives. However, we still have a long way to go in achieving true sustainability. There's a tendency to invest in origin projects and programmes that align with consumer-country priorities rather than addressing the immediate needs of coffee farmers—such as fairer prices that first secure their family's well-being. With greater transparency across the supply chain today, I would have hoped for more significant progress on environmental, social, and economic sustainability.

That said, I'm encouraged by the increasing number of engaged coffee professionals who are questioning the status quo within their companies. They're advocating for better sourcing practices, pushing for change, and striving to do things differently from how they've always been done. This growing awareness gives me hope for the future.

What makes a coffee origin stand out?

Trust is everything. And trust comes from communication. I make it a priority to be present both when things are going well and when challenges arise. Suppliers should do the same. If there's a potential issue down the road, let's talk about it before it turns into a major problem.

What are your goals? What are mine? How can we collaborate to achieve them? A successful partnership must be mutually beneficial. When trust is established, it opens the door to problem-solving, innovation, meaningful connections, and sustainable business growth for everyone involved.

Connecting the dots at M-Cultivo

At my core, I'm a connector. I love meeting people, building relationships, and supporting others in reaching their goals. At M-Cultivo, my primary focus is developing new relationships and identifying business opportunities. I work to create meaningful connections across the industry and

beyond, fostering collaborations that support specialty coffee farmers and their businesses.

Life and lessons from coffee in Peru

I had been living in Nicaragua for nearly seven years, half of which I spent working with Falcon Coffees. When they identified a need for a stronger presence in Peru, they invited me to relocate to Lima. That was six years ago. Soon after, I joined a sister roasting company to build digital traceability across their supply chains and develop their responsible sourcing strategies.

Living in Lima was a significant shift from my previous experience in Nicaragua's coffee-growing regions. Unlike other producing countries, Peru's coffee professionals are dispersed across the provinces rather than centralised in the capital. I didn't find a strong coffee community within Lima itself, likely due to its sheer size—home to over 11 million people.

Additionally, I noticed a sense of competition among producing groups. Farmers working with multiple cooperatives or buyers often faced resistance rather than encouragement. Unlike some origins where collaboration is common, in Peru, loyalty to a single buyer or cooperative seems to be the expectation.

What keeps me going in coffee?

The long-term relationships I've built with suppliers and industry friends over the years. The richness of connecting with a diverse range of people—from producers who graciously invite me into their homes to decision-makers at major importers and roasters. My role allows me to bridge both sides of the supply chain, listening to and communicating the needs of each.

The understanding that progress takes time. The impact of much of my work may not materialise during my career, but that's okay. Positive change in coffee is a long game, and I'm committed to playing my part.

Connect with Amanda

Amanda's journey in coffee is one of passion, resilience, and dedication to meaningful change. From sourcing microlots to fostering long-term producer relationships, her work is driven by a commitment to sustainability, transparency, and collaboration.

As coffee faces increasing challenges, Amanda remains optimistic, believing that engaged professionals and ethical sourcing can create a more resilient future for producers and buyers alike. She has kindly shared her email for you to contact if you wish: amanda.eastwood@mcultivo.com

Price, power and Peruvian coffee

Understanding the trade equation

Peru stands uniquely positioned in today's volatile global coffee market. With recent fluctuations and rising prices in key coffee-producing origins and regions such as Brazil, Colombia, and Central America, and East Africa, Peru now finds itself presented with a strategic opportunity to capture market share.

Understanding the dynamics of the C-Market and Peru's potential to leverage these changes is essential for producers, exporters, and roasters alike. The C-market—the global commodity market for coffee—fundamentally shapes green coffee pricing worldwide. Recently, the C-Market has exhibited significant volatility on both sides. In February 2025, it reached all-time highs followed by daily moves down that wiped out months of slowly increasing higher prices, “stairs up, elevator down” as they say.

The C-market can be a very technical place with indicators being used to gauge where price can go next, while macro-level correlations and factors such as the weather in Brazil and Vietnam, the price of the DXY (US Dollar Index), and geopolitical events determine the real trajectory of prices in the long term.

Peruvian coffee prices, historically linked closely to C-market trends, experience direct impacts from these movements, presenting both risks and opportunities for stakeholders.

The pricing landscape for green coffee in Peru

Peru's green coffee pricing traditionally follows the global C-market trends but often at a lower baseline and differentials compared to its Latin American counterparts like Colombia and Costa Rica. Despite this, recent changes such as higher prices in traditionally premium-producing

regions due to decreasing yields, environmental factors, and rising production costs, are shifting the balance.

As Brazil's harvest is still unclear, uncertainty is in the air, and the base of all espressos around the world are being put under the spotlight. The price of the body in the espresso is becoming larger, while the sweetness of a \$4-5 per kilo natural are becoming a distant memory. Balance is what is desired from the perfect espresso and right now it seems to be very skewed to higher prices.

The opportunity: Leveraging higher prices elsewhere

Brazilian, Colombian and Central American coffee prices have surged due to climate disruptions, leaf rust outbreaks, and increased production costs. This scenario presents Peru, with its diverse micro-climates and extensive organic and specialty production capabilities, a unique chance to position itself as a compelling alternative.

Different regions in Peru have different profiles. Regions such as Pasco and San Martín are perfect for espresso. Balanced, medium to low acidity, nutty and chocolate profiles, while regions such as Cajamarca and Amazonas can bring the acidity to any blend.

Regions like Cusco and Puno are versatile enough to be part of blends or single origin, and there's growing production in regions such as Junín and Huánuco, that can help plug the global production gap.



Strategic actions for Peruvian coffee producers

Thinking long-term isn't the first thought for many coffee producers in Peru. Selling to the first buyer that arrives at the farm has been the modus operandi for so long it's become expected in most regions. What's happening in the coffee market right now is a window of opportunity for many who can see past one harvest.

It's not every year that roasters consider changing their wholesale blends and it takes seismic shifts in some cases for it to do so. The price of the C-market is that catalyst and the time to grab this opportunity is now, with both hands. It'd be easy to raise prices this year and for many, finally turn a nice profit from their years of hard work but those same buyers won't be back the following year if and as prices stabilise. New supply chains will be created and those that can see past the next harvest will be the longer term benefactors.

This is the message we are communicating on behalf and benefit of roasters in the short-term, and also to the coffee producers we work with in sights for longer lasting business relationships.

Capitalising on market shifts

Peru sits at a crossroads of price, power, and potential. The recent global coffee price volatility, especially in traditionally

premium-priced regions, positions Peru ready to become embedded in global supply chains. With strategic market positioning, robust traceability systems, and a growing reputation for quality, Peruvian coffee can significantly enhance its market value.

This is Peru's moment to redefine its place in the global coffee trade equation—leveraging higher global prices elsewhere to build a sustainable, profitable, and empowered future for its producers.

While others mapped the trade terrain, Proyecto Otuzco picked up the tools and built a new road.



Proyecto Otuzco

*From coffee bike to producer organisation,
an interview with Carlos Solis Zapatel*

The Otuzco Project is a testament to how curiosity, entrepreneurship, and the willpower of producers can transform an entire region. Founded by Carlos Solis Zapatel, the project has evolved from a small coffee bike in Lima to a full-scale initiative supporting a handful of coffee producing families in the Otuzco province, part of the region, La Libertad.

In this conversation, Carlos shares his journey, the challenges and rewards of working directly with producers, and his vision for Otuzco's coffee future.

From coffee bike to producer organisation

I started in 2014 with BiciCoffee, inspired by my friend Daniel Rivero's BiciCafé in Puerto Rico. My goal was to introduce high-quality Peruvian coffee through a mobile espresso setup. By 2015, I had settled in Barranco, Lima, where I pivoted from multiple mobile units to a fixed espresso bar due to logistical and permit challenges.

In 2017, I became a roaster, sourcing coffee from different regions but without direct relationships with producers. That changed in December 2017 when my friend Greins Gamboa introduced me to Huaranchal, a district in Otuzco. Seven months later, in July 2018, I made my first visit.

It started as a curiosity trip, but I fell in love with the area's mountains, climate, and people—particularly the Reyes family, the first to join the project. This was my opportunity to work directly with producers and invest in an unknown coffee region.

Why Otuzco?

Initially, the appeal was to offer an exotic and unique origin while working directly with producers for the first time. However, my motivation quickly became more human and social. Specialty coffee is a tool for improving the well-being

of coffee-growing families, and I saw an opportunity to build a sustainable, long-term project.

Building producer relationships

After working with the Reyes family in 2018, I decided to fully commit to Huaranchal. In 2019, the Reyes family introduced me to the Ramos family—Don Emilio and Doña Myriam—who became the second family to join. They've been pioneers, implementing honey processing in 2020, planting Geisha in 2022, and reaching an 86.25 SCA score, the highest in Huaranchal at the time.

By 2021, thanks to Reynaldo Guzmán, I expanded to the districts of Usquil and Charat, bringing in families such as Don Lute, Doña Jeshu, Uncle Felipe, the Solano family, and many more. Their production varies from 15kg to 322kg per harvest. Each producer brings different skills and challenges, and I work closely with them to support their development.

In 2024, I ventured beyond the province of Otuzco to a neighbouring one called Gran Chimú, still within the La Libertad region. I had a meeting with the Vergara and Portilla families, who cultivate yellow Caturra using a natural process. This region presents significant social challenges but holds great potential due to its proximity to Trujillo, the capital city of the region.

The coffee of Otuzco

“We differentiate ourselves not just by the region we represent but by our approach, focused on producer growth and community well-being.”

Otuzco's coffee is grown in the mountains, at elevations of 1,700–2,470 meters. Harvest temperatures range from 20–24°C, with a warm sun that allows for natural drying without solar tents. While washing coffee is costly due to infrastructure limitations, we've experimented with honey and washed processes in small batches. The beans are dense, and with good natural drying, they develop mature red fruit notes.

Managing a coffee business from farm to cup

The biggest challenges include logistics, managing people, and communicating with different stakeholders—end customers, baristas, and rural families—across generations and cultural backgrounds. Scheduling safe travel between these groups is another difficulty. A key challenge is adapting to market demands while staying true to our social mission.

Specialty coffee is a means to an end: improving the well-being of Otuzco's coffee-growing families. Communicating this without falling into purism or rejecting new opportunities is an ongoing challenge. On a personal level, staying grounded and responsible as a social entrepreneur is always at the forefront of my work.

Showcasing coffees from Otuzco at Expo Café Lima

It was an incredible experience. We had participated in 2022 and 2023 as guests at our friend Anggela Sara's stand, but in 2024, we had our own booth for four days. The Reyes and Ramos families from Huaranchal, Reynaldo from Usquil, and the Vergara family from Cascas joined us. We connected with customers, baristas, and entrepreneurs, reinforcing Otuzco's reputation as a specialty coffee origin.

The future of Otuzco coffee: Can it compete?

Absolutely. Being a mountain coffee origin with a relatively recent coffee history gives us time to grow without pressure. In the short to medium term, we can produce micro-lots scoring 88–89 SCA, comparable to jungle-grown coffees. Long-term, I believe we can reach 90 points and compete in the Cup of Excellence.

Since 2018, we have worked alongside producers, respecting their traditions while introducing post-harvest innovations. This synergy is the foundation for our sustained progress.

Post-harvest processing and quality improvement

Becoming Q Processing-certified was a personal goal before I founded the Otuzco Project. Now, it serves as a tool for professionalising our work and improving coffee quality. Since 2023, we have implemented new processing techniques, such as differentiating honey processes by introducing black honey, separating Red and Yellow Caturra, experimenting with controlled fermentations (24 and 36 hours), and using specialised tools like Fermaestro.

We've also improved dried cherry storage and conservation. The next challenge is to implement written post-harvest protocols that align with the day-to-day reality of producers, ensuring they are both practical and effective.

Harvesting more than beans

Leading the Otuzco Project has been an incredible journey. We differentiate ourselves not just by the region we represent but by our approach—focused on producer growth and community well-being. As we continue discovering the potential of Sierra Liberteña coffee, we remain committed to our core mission: making specialty coffee a vehicle for positive change in Otuzco.

*What happens when producers
stop waiting for market access
and create their own rules?*



Organising for better prices

AYNI, a grassroots association built on reciprocity, ancestral knowledge, and long-term collaboration

In the heart of Cusco's La Convención Valley, where the misty slopes nurture some of Peru's most exquisite coffee, a movement rooted in tradition and reciprocity is reshaping the future of coffee production in the Huyro district. Kevin Román, a fourth-generation coffee producer, is at the helm of this transformation.

Born and raised in an urban environment, Kevin's journey back to coffee began in 2016, when he sought to reconnect with his family's farming heritage. Today, he leads the Association of Specialty Coffee Producers AYNÍ (APROCAESA), a producer-led coffee organisation, working exclusively with producers from the Huyro district.

The Meaning of AYNÍ

AYNÍ is an ancient Incan principle of reciprocity—giving in order to receive. In the context of coffee, this philosophy is deeply embedded in the region's farming traditions, where families support each other during the harvest season. By working on their neighbours' farms with the understanding that the favour will be returned, producers create a resilient and cooperative labour system. As an association, AYNÍ is committed to preserving local identity, traditions, and the unique flavours of Huyro's coffee.

Overcoming challenges and building a community

The seeds of AYNÍ were sown in 2021, when Kevin worked closely with esteemed coffee producers in Huyro. That year, several farmers qualified for the national round of the Cup of Excellence (CoE), but due to logistical and financial constraints exacerbated by the pandemic, their coffees remained unsold in Lima.

Taking matters into his own hands, Kevin retrieved the stored coffee and organised a public tasting to introduce these exceptional microlots to coffee shops in Lima. The success of this initiative solidified relationships with ten coffee producers, forming the foundation of AYNÍ as a formal association.

Connecting coffee to global markets

Today, AYNi supplies both green and roasted coffee to specialty cafes and roasteries across Peru in the cities of Lima, Arequipa, Cusco, Trujillo, Huancayo, and Tacna. For the first time in 2024, their coffee reached an international market and into the UK through our relationship. We sourced a beautiful, exceptionally floral washed Geisha from one of the members, Luisa Zamaolla, yet the association's best expression of Huyro's terroir is with their washed Bourbons, reminiscent of the region's small yet incredibly sweet mangoes and delicate tangerines.

A vision for the future

More than a decade ago, Huyro's local coffee cooperative collapsed, leaving debts and mistrust among producers. Since then, many have worked independently, selling their coffee at low and unpredictable prices. AYNi is changing this narrative by creating a transparent, community-driven alternative, where producers work together for better pricing, fair trade opportunities, and long-term sustainability.

Regular meetings are held throughout the year to evaluate progress, gather feedback, and make collective decisions. The long-term vision is ambitious: to support over 100 coffee-producing families in Huyro and establish a high-quality local milling plant, creating jobs and strengthening expertise within the community.

A lifelong commitment to learning and growth

Kevin attributes his agronomic knowledge to the guidance of experienced farmers like his grandmother, Maruja Chalco, and the veteran members of AYNi, many of whom have been harvesting coffee for over 50 years. Now, he is cultivating his own plot, El Retorno, where he will apply the lessons learned from his family and peers.

Beyond first-hand experience, AYNi also invests in education. Using collective funds, the association organises training sessions with specialists in post-harvest processing, ensuring that every coffee producer refines their skills and maximises their coffee's potential.

A model for collective progress

In an industry where competition can often overshadow cooperation, AYNi embodies the spirit of shared success. With a deep-rooted philosophy of reciprocity and a commitment to innovation, Kevin Román and the producers of AYNi are paving the way for a more sustainable, equitable, and prosperous future for those working in coffee and living in Huyro.



The case for honey production

An interview with Roiber Becerra on how honey is helping to fund coffee dreams

For many smallholder coffee producers, relying solely on coffee can be a risky business. Coffee prices fluctuate, changing weather patterns can bring unpredictable harvests, and diseases like leaf rust can devastate crops. As a result, producers are seeking ways to diversify their income—not only to secure financial stability but also to build more resilient and sustainable livelihoods.

One emerging approach is integrated beekeeping, where honey production complements coffee farming. Beekeeping not only provides an alternative source of income but also enhances coffee yields through improved pollination.

To understand this model in action, we spoke with Roiber Becerra, a coffee producer from Lonya Grande, Amazonas, who has successfully introduced beekeeping to his farm, boosting both his coffee harvest and his income.

Mark: Can you tell us about your background in coffee and how you started exploring honey production?

Roiber: I was born into a coffee-producing family, so coffee has always been a part of my life. From an early age, I knew that I wanted to continue working in coffee, but I also wanted to find ways to increase its value. After studying at university, I returned to my homeland to apply what I had learned and explore ways to improve both our coffee production and our economic stability.

Through my research and experience, I realised that bees play a crucial role in coffee farming. They are responsible for pollinating the coffee flowers, which directly impacts yields. Without bees, we wouldn't have the same level of flowering, and our coffee plants wouldn't be as productive.

That's when I decided to introduce beekeeping to my farm—not only to enhance coffee production but also to produce honey as an additional source of income.

What was the process of setting up beekeeping on your farm?

Setting up beehives was a learning process, but it was incredibly rewarding. Each hive consists of two sections:

- **The Breeding Chamber:** Where the bees reproduce and maintain the colony
- **The Honey Super (Alza):** Where bees store honey, which we later harvest

The honey collection process is done carefully to protect the bees:

1. We wear beekeeping suits to prevent stings
2. We use a smoker to calm the bees before opening the hive
3. The honeycomb frames are removed from the honey super, ensuring the breeding chamber remains undisturbed
4. In a separate, enclosed space, we uncap the honeycombs and extract the honey using a centrifuge, which allows us to remove the honey without damaging the combs
5. The honey is stored for 20–30 days before bottling, allowing the flavours to develop naturally

This process ensures that we protect the bee colony while also collecting high-quality honey.

“Diversification is the key to long-term sustainability in coffee farming.”

Beyond producing honey, what are the benefits of having beehives on a coffee farm?

The biggest benefit is increased pollination, which directly impacts coffee yields. Since introducing beehives, I have seen a significant improvement in coffee flowering, leading to better productivity. There are also environmental benefits—bees help maintain biodiversity on the farm by pollinating a variety of plants, which strengthens the ecosystem.

And, of course, honey has its own medicinal benefits. It's a natural remedy for digestive issues, colds, and the flu, and it's highly valued in traditional medicine.

What does your honey taste like? How does it reflect the coffee farm?

Since most of the nectar comes from coffee flowers, the honey has a uniquely floral profile, with tasting notes of:

- Jasmine
- Rose tea
- Light citrus undertones

It's a reflection of our farm's terroir—the same floral characteristics that you find in our coffee can also be tasted in our honey. This makes it a truly one-of-a-kind product, allowing consumers to experience another dimension of the coffee farm beyond just the cup.

Have you started bottling your honey? Where do you sell it, and what is your long-term vision?

Yes, I have started bottling my honey, and right now, I sell it locally. However, my long-term vision is to export it—especially to Europe, where there is growing demand for high-quality, single-origin honey.

Just like people appreciate the complexity of specialty coffee, I want them to experience the taste of coffee flower honey. It offers a new way to connect with the farm, complementing the coffee they already enjoy.

What advice would you give to other coffee producers looking to diversify their income?

I always say that agriculture is evolving, and producers must adapt to change. Climate variability, market prices, and production challenges will always exist, so it's important to look for complementary activities that enhance coffee production and create additional revenue streams.

Beekeeping is a great option because it improves coffee yields while offering a new product to sell. But beyond honey, coffee producers should explore other possibilities—whether it's agritourism, cacao, spices, or value-added coffee products. Diversification is the key to long-term sustainability in coffee farming.

Anything else you'd like to share?



I want to thank Mark Russell for supporting this new project. As I always tell him, every initiative I take on is meant to inspire young and adult producers who are dedicated to agriculture. We are in a new era of coffee farming, and we must embrace change while preserving our traditions. Honey is just one example of how we can innovate, sustain our farms, and ensure a future for coffee-producing families.

A model for the future of coffee farming

Roiber Becerra's journey into honey production is a powerful example of diversification in coffee farming. By integrating beekeeping with his coffee operation, he has not only increased his farm's productivity but also created a high-value secondary product.

As coffee producers worldwide face economic and environmental challenges, integrating alternative income sources—whether through honey, cacao, vanilla, or tourism—these new avenues offer a sustainable path forward. With a growing appreciation for single-origin, farm-to-table products, initiatives like Roiber's showcase the future of coffee farming: one that is diverse, resilient, and deeply connected to nature.

While many producers are building community-first models for long term success, another form of recognition continues to offer life-changing visibility: competition success.

In the next section, we spotlight the Cup of Excellence and regional contests, not just for their awards but for how they shape careers, raise quality standards, and inspire a new generation of Peruvian coffee leaders.

Coffee competitions and recognition

For many producers, competitions like the Cup of Excellence (CoE) represent more than just a chance at a premium price—they're a gateway to global visibility, validation, and motivation. But success in these arenas doesn't come easily. It requires precise farm management, process innovation, and deep trust in one's coffee.

This section focuses on the producers who have stepped into that space, some for the first time, others returning with refined strategies. Through their stories, we gain insight into the technical, emotional, and financial realities of entering and succeeding in high-stakes coffee competitions.

Entering the Cup of Excellence

Marcos Herrera's debut in the CoE and his desire to put Lonya Grande on the map

Finca Artemira's CoE journey

Ebert Huaman on the lessons of 2023 and how the team is preparing for a stronger return in 2025



Entering the Cup of Excellence

A producer's leap of faith, Marcos Herrera's debut in the CoE and his desire to put Lonya Grande on the map

For any coffee producer, the Cup of Excellence (CoE) represents the pinnacle of recognition for quality and craftsmanship. For Marcos Herrera, finishing 14th in 2024 marked his first year participating in this esteemed competition, a journey that proved both challenging and rewarding.

The first step in entering the CoE is having a well-managed farm capable of producing coffee that meets the strict quality standards. Producers must estimate their potential yield and ensure they have a lot that meets the competition's minimum required quantity. The coffee must also achieve a quality score of 87 SCA or higher to advance beyond the international stage.

Once a producer identifies a suitable lot, they must prepare a sample and submit it along with a completed technical sheet detailing essential information about the coffee, including its varietal, processing method, and farm details. This submission window typically runs from mid-August to the end of the month.

By early September, the list of classified samples will be published. If selected, the producer must transport the entire lot (500kg approx) to a designated collection point (Los Olivos, Lima) After completing the necessary documentation, the only step left is to wait for the competition results and the auction that follows.

Expectations and the decision to enter

Marcos entered the competition with the goal of placing in the top 20. However, his participation was about more than just ranking—it was about putting his region, Amazonas, and district, Lonya Grande, on the map.

"I wanted to show that my region has exceptional soils and producers capable of offering outstanding coffees," he explains. "Since learning about the Cup of Excellence, I have always wanted to participate. That's why I dedicated myself to planting high-quality coffees. This year, I finally had the volume needed to compete."

The impact of success

Achieving success in his debut year brought numerous benefits. Beyond



personal validation, Marcos found that placing in the competition significantly boosted his visibility within the coffee industry. "The marketing impact has been huge, both personally and within my community," he says. "Many producers now approach me for advice on coffee processing techniques. There's a lot of interest in learning more about quality production."

Challenges along the way

While the competition itself is demanding, the greatest challenges come long before the coffee is submitted. According to Marcos, the entire cultivation and post-harvest process is where the real work lies. "We have to manage the farm carefully—timely weed control, correct fertilisation, harvesting at optimal ripeness, precise fermentation, and proper drying and storage. Each of these steps is crucial to producing a coffee that meets CoE standards."

Looking ahead to next year

Encouraged by his first-year success, Marcos plans to enter the CoE again in 2025. This time, he hopes to place even higher. "My dream is to reach the top positions," he says. "I'm considering blending in a small percentage of another variety I grow to create a unique profile. But that decision will be made closer to the competition, depending on how the harvest progresses."

Marcos Herrera's story is one of dedication, persistence, and a commitment to elevating the coffee from his region. His first-year success in the Cup of Excellence not only validates his hard work but also inspires other producers to pursue excellence in specialty coffee.

Two entries.

Two seasons.

Two very different results.

*This is what growth looks like
when it's measured in both
points and process.*



Finca Artemira's CoE journey

Ebert Huaman from Finca Artemira reflects on what 2023 taught them and how they will be returning stronger in 2025

In 2023, it was their first year competing, and they exceeded their expectations by achieving 18th place. This milestone validated their efforts and motivated the whole farm and family to keep pushing boundaries.

In 2024, their experience was different. While they maintained the same commitment to excellence, they encountered new challenges that led them to reevaluate their strategies. The competition had grown stronger, and external factors, including climate variability, played a role. While they didn't secure a spot in the top 30 this year, the experience has still been invaluable to them, offering lessons that will, and has shaped their approach moving forward.

In short, 2023 was a year of high achievements for the farm, while 2024 has been a period of learning and adaptation. Both years, despite differing results, have contributed significantly to their impressive growth.

Impact of 2023: Farm development and investment

The investment received in 2023 following their Cup of Excellence success has had a profound impact on Finca Artemira. It enabled them to:

- Enhance infrastructure, including the addition of solar dryers to improve post-harvest drying consistency.
- Upgrade their processing plant, allowing for better quality control and efficiency.
- Build and equip an on-site coffee laboratory, which now serves as a space to analyse and refine their coffee at the farm, optimising every stage from cultivation to final processing.

According to Ebert, these improvements have strengthened both their productivity and quality, positioning themselves for even greater success in future competitions.

Why they didn't place in the Top 30 in 2024

Ebert believes that there were several factors that contributed to their lower ranking during 2024, below are few of the key factors:

1. **Stronger competition:** The Cup of Excellence attracts the finest coffees, and each year the quality threshold rises. Even slight variations in cup profile can make a significant difference in rankings.
2. **Process optimisation:** While they maintained high standards, some inconsistencies, perhaps in harvesting selection or fermentation adjustments, may have impacted the final cup score.
3. **Climatic challenges:** The 24/25 harvest season had unpredictable rainfall patterns which affected bean development and drying conditions, which may have influenced the overall cup quality.

He believes it was a combination of competition intensity and areas where they can refine their approach rather than any single factor.

Looking ahead: plans for the 2025 competition

We asked if they were looking to enter again in 2025 and their response was one with hope and confidence: "Absolutely, we will be participating again next year. This year's experience has given us clear areas for improvement, and we're already implementing changes, including:

- Fine-tuning harvesting and selection to ensure greater consistency.
- Exploring fermentation and drying adjustments to enhance complexity and clarity in the cup.
- Leveraging our new coffee lab to analyse, taste, and adjust in real time, ensuring that each batch is meeting its full potential.

These refinements will strengthen our approach and help us return to the competition with an even more distinct and high-scoring coffee."

A final reflection: The journey of Finca Artemira

Since Ebert and his two brothers founded Finca Artemira in 2015, their journey has been one of resilience, learning, and continuous growth. The challenges they've faced have made them stronger, shaping the way they approach coffee production. Ebert was kind enough to express his gratitude to our partnership and he is grateful that we believe in their work, their coffee and taking it to the international stage. "Their support has allowed us, and other Peruvian producers, to share our passion with the world.

Thanks to these partnerships, we've been able to expand our reach and showcase the hard work behind every bean we produce." While 2023 brought the farm its first international accolades and significant investment, 2024 taught them about resilience, and how the future holds even greater opportunities. They remain committed to pushing boundaries and delivering exceptional Peruvian coffee to the world.



Competitions offer powerful recognition, but coffee is also defined by those who present it to the world: roasters, baristas, educators, and storytellers.

In the final section, we turn to the cultural heart of Peruvian coffee, spotlighting the professionals shaping its image, both locally and globally.

Coffee culture and industry voices

While producers grow and process exceptional coffee, it's often the hands of baristas, roasters, and quality professionals that introduce it to the world. These industry voices translate flavour into experience, context into story, and craft into culture. They act as ambassadors, educators, and innovators—bridging the gap between origin and consumer.

In this final section, we highlight individuals who are reshaping the way Peruvian coffee is understood, both within the country and on the global stage. Their work reflects a deep respect for origin, a drive to elevate standards, and a belief in the potential of Peruvian coffee to stand among the world's best.

Voices of Peruvian coffee Barista on a mission

Edgar Fernandez on elevating Peruvian coffee through precision and trust

Jeraldine Torres Vela on her journey from workshop to taking the world stage





Voices of Peruvian coffee

*Edgar Fernandez on elevating Peruvian coffee through
precision and trust*

Peru's specialty coffee movement is driven by passionate professionals who not only source and roast coffee but work directly with producers, shaping the future of the industry. Edgar Fernandez of Bloom Tostadores is one of them.

A certified Q Grader, Cup of Excellence judge, and roaster, Edgar has spent years traveling across Peru, from the northern highlands to the deep valleys of Cusco, building relationships with producers, studying coffee processing, and elevating Peruvian coffee through quality control and roasting expertise.

We spoke with Edgar about his journey, the evolution of Peruvian coffee, and what he sees as the key to its continued success.

Mark: Can you tell us about your experience with Peruvian coffee and how you became a key player in the industry?

Edgar: My journey with Peruvian coffee started with curiosity and a deep appreciation for its diversity. As the specialty coffee wave gained momentum, I became driven to explore its origins, uncover its unique terroirs, and understand the technical aspects of green and roasted coffee evaluation. My travels across northern, central, and southern Peru led me to discover exceptional flavours and increasing quality, which motivated me to study and refine the characteristics of green and roasted coffee beans.

Over time, I realised that producers needed technical support to improve quality and gain recognition in the specialty market. This led me to work closely with them, building trusted relationships over seven years, ensuring that coffee from the field met its full potential through careful processing, selection, and roasting.

As a Certified Q Grader (Ecuador, 2022) and a Cup

of Excellence judge (2018, 2021, 2024), I've had the privilege of evaluating some of Peru's finest coffees, further deepening my understanding of what makes them special. In early 2025, I calibrated as a Q Grader Arabica in Café Norte, Colombia, expanding my expertise in cupping and evaluation.

You own a roastery and source some of the best coffees from Peru. Can you walk us through your process?

My approach to sourcing is built on direct relationships with producers. I work at the origin, cupping freshly harvested coffees, evaluating production methods, and categorising flavour profiles based on quality. Once I identify lots with exceptional potential, we process the parchment coffee in a plant where I've had an alliance for two years.

At this stage, quality control is key. We separate beans by size (mesh), sort defects using optical selection machines, and conduct manual sorting to ensure that only the best beans move forward. This meticulous process guarantees consistency, allowing us to highlight the true expression of each coffee's terroir and processing method.

What makes roasting Peruvian coffee unique, and how do you approach it?

Peruvian coffee is incredibly diverse, and roasting must adapt to each region and process. The nuances of a coffee depend on its density, altitude, and processing method—

whether it's washed, honey, natural, or experimental maceration. Light roasts bring out floral and fruit-forward notes in high-altitude coffees, particularly Geisha and Bourbon from Cusco or Puno.

Medium roasts balance sweetness and complexity, ideal for washed Bourbons and Caturras from Cajamarca or Amazonas. Dark roasts enhance body and boldness, often preferred in Peru's internal market. I roast on an IMSA machine, a national Peruvian roaster, which allows me to fine-tune the profiles to highlight clarity and balance.

As a judge for the 2024 Cup of Excellence, what stood out most about the coffees you evaluated?

What truly impressed me was the cleanliness and intensity of the flavours throughout the cupping process. The top coffees were crystal clear, vibrant, and consistent, showcasing an evolution in fermentation control and processing techniques.

Producers are experimenting with long fermentations, controlled drying, and anaerobic processing, resulting in expressive and complex coffees. Peru's potential is undeniable, and each year, the bar gets higher.

Which part of Peru is your favourite for coffee, and where do you see the most potential?

Cusco stands out for me—not only for its history and mysticism but for the evolution of its coffee production. The producers there are deeply connected to their land, and they are continuously refining their processing techniques. That said, regions like Huancavelica and Amazonas are emerging with immense potential.

They have the high elevations and micro-climates needed to produce extraordinary coffees, and as more investment and knowledge reach these areas, we will see them make a mark on the global stage.

As a roaster in Peru, how have you seen the local market evolve?

There's a growing awareness and appreciation for specialty coffee within Peru. More consumers are curious about where their coffee comes from, and roasters are pushing

for transparency and quality. I've noticed that most coffee shops and customers now prefer freshly roasted coffee and are open to learning about different processing methods and flavour profiles.

This is a positive shift, and as more people engage with specialty coffee, the perception of Peruvian coffee will continue to improve both locally and internationally.

What advice would you give to international roasters looking to source and roast Peruvian coffee?

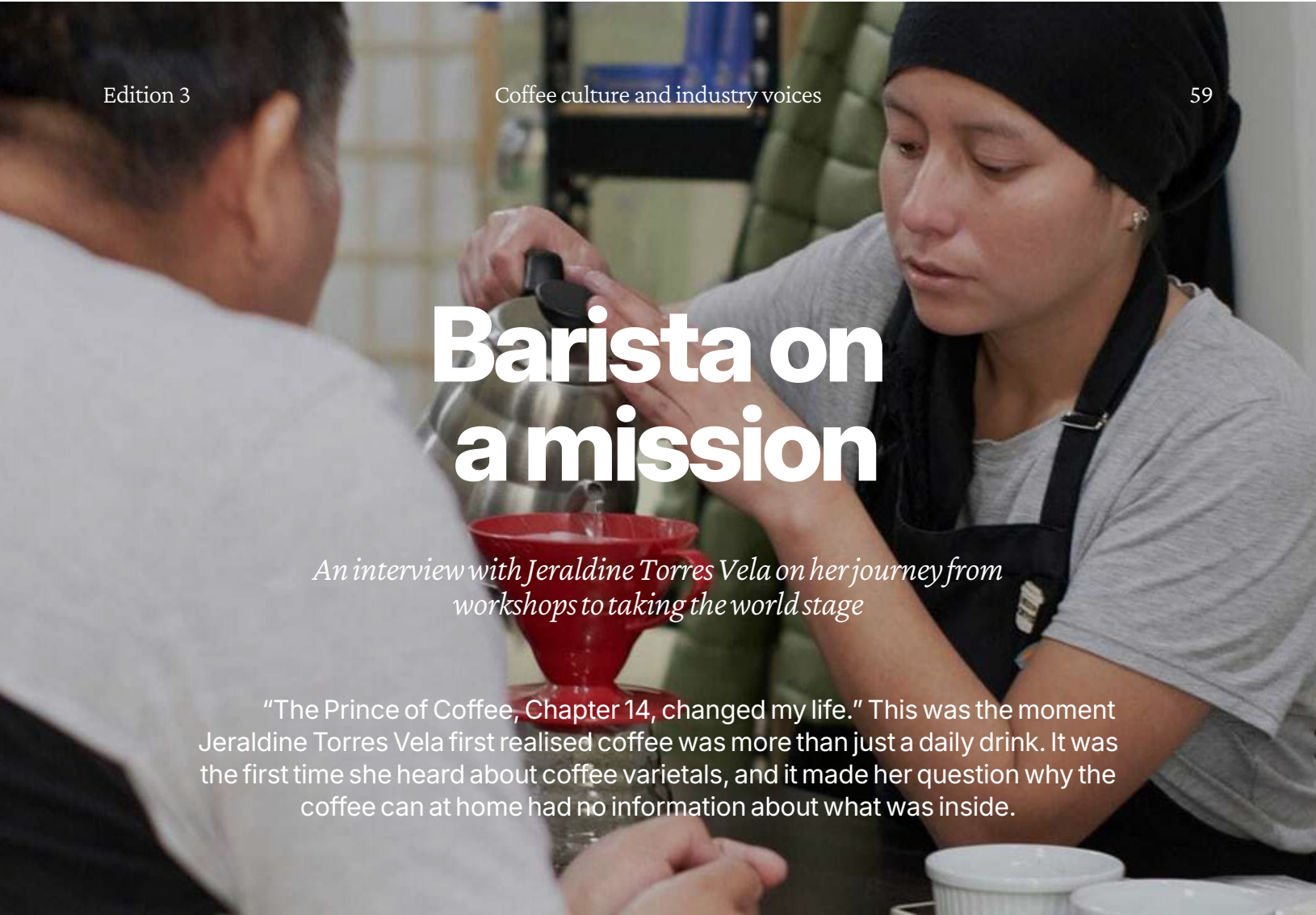
Get involved at the source. Coffee is more than just a product—it's a trade rooted in family, community, and tradition. The best relationships are built on transparency and trust, ensuring that producers receive fair compensation and that coffee is sourced sustainably. Additionally, understanding the nuances of Peruvian coffee—its micro-climates, varieties, and processes—will help you tailor roasting approaches to highlight the best in each lot.

Any final thoughts on what's next for Peru's coffee industry?

We need to empower the next generation of coffee professionals—both in the city and the countryside. The future of Peruvian coffee lies in knowledge sharing, sustainable practices, and fostering strong producer relationships. Peru has the potential to become a global leader in specialty coffee, but it starts with producers, roasters, and buyers working together with integrity and vision.

Leading Peru's coffee future

Edgar's journey from tasting and sourcing to roasting and judging at the highest levels exemplifies the transformation of Peruvian coffee. As we continue highlighting the voices of Peruvian coffee, Edgar's story serves as both an inspiration and a call to action—to deepen our engagement with Peruvian coffee, support producers, and celebrate the exceptional flavours emerging from this country.

A photograph of a barista, Jeraldine Torres Vela, wearing a black beanie and apron, pouring coffee from a silver kettle into a red funnel. The background is slightly blurred, showing a coffee shop environment.

Barista on a mission

An interview with Jeraldine Torres Vela on her journey from workshops to taking the world stage

"The Prince of Coffee, Chapter 14, changed my life." This was the moment Jeraldine Torres Vela first realised coffee was more than just a daily drink. It was the first time she heard about coffee varietals, and it made her question why the coffee can at home had no information about what was inside.

That small moment sparked a deep curiosity that led her to research everything she could—courses, job opportunities, and what it meant to work in coffee. "That's how I found my first barista workshop at Le Cordon Bleu."

Six months after finishing the course, she got her first job in a coffee shop—not yet as a barista, but in customer service. However, she had the opportunity to train behind the espresso bar, which quickly became her favourite part of the job. "Espresso has always seemed to me to be the most exquisite drink—complex, challenging, and rewarding. The precision of each extraction is a variable and a constant at the same time. That's what makes this profession both technical and passionate."

Since then, she has worked in different coffee shops, each with its own style. She refined her skills, learned to adapt her recipes to different coffees, and developed a deeper understanding of extraction. Over time, coffee became more than just work—it became a way to travel, study, and connect with people. "Even now, after ten years, I still believe I have so much more to learn. Coffee is an endless journey of innovation."

The competitive edge: How Peru's best coffees are showcased

Jeraldine has competed in five National Championships, twice earning the title of Runner Up in Lima 2022 and Ayacucho 2022. But her journey in competition wasn't easy, it was a test of both skill and confidence. "In some ways,

I'm a shy person, which is a little strange for someone who works in coffee. Being on stage didn't make the experience any easier."

Her first competition in 2017 was an overwhelming but formative experience. The key moment came during a pre-competition workshop, where competitors were trained on the rules, scoring, and how to highlight their coffee's best qualities. She and her team carefully constructed their presentation, choosing a local coffee from Villa Rica, a region where extended sun exposure led to a 2% higher concentration of sugars in the cherries. That natural characteristic influenced both the flavour profile and the ingredients used in her signature drink.

Over the next two competitions, she refined her technical consistency—ensuring more precise extractions, stronger espresso structure, and improved milk integration. By 2022, she was competing at a higher level, selecting a natural process Geisha from Cajamarca, a coffee she still considers one of her favourites "I usually enjoy experimenting with espresso, but for this competition, we went back to a more traditional approach.

The espresso had notes of blueberries, peach, and a juicy texture. In the milk drink, the concentrated attributes created a flavour of whipped cream with a light creaminess at a 1:3 ratio." Her signature drink in 2022 was a combination of mango reduction, coffee husk infusion, and yellow chili reduction, blended with cold espresso and ice. The result?

- **First sip:** Golden pineapple with a creamy texture.

“We have the coffee, we have the talent, and now we need to keep building the community.”

- **Second sip:** Green apple with a subtle sweet pumpkin finish.

“Every competition taught me something new. Passion drives creativity, but technical precision and consistency win points. The biggest challenge is always communication—knowing how to tell the story of the coffee in a way that resonates.” Beyond technique, she believes competition is about strategy—understanding how to maximise points in each category while maintaining authenticity. For her, it’s not just about winning; it’s about pushing herself to showcase coffee at its highest level—on a world stage.

Representing Peru on the global stage

For Jeraldine, serving coffee at the Peru booth at World of Coffee Milan 2022 was a defining professional experience. Surrounded by some of the most respected names in the coffee industry, she had the opportunity to showcase Peruvian coffee through espressos, alternative brew methods, and guided tastings. “The experience was incredible—the number of coffee professionals from all over the world, seeing global competitions, and meeting people I had admired since my beginnings.”

She was selected as part of the barista team for the Peru stand, thanks to the connections built during the Ayacucho 2022 competition, alongside Harryson Neira. This gave her the chance to represent Peruvian coffee on an international

stage, engaging directly with visitors, adjusting espresso profiles on a high-end machine, and adapting brewing techniques based on each coffee’s characteristics. The booth’s setup allowed for a full exploration of Peruvian coffee’s diversity:

- **Espresso station:** Two distinct coffees were available, giving visitors the option to select based on their personal preferences.
- **Methods bar:** A dedicated brewing station showcasing multiple techniques, helping move the conversation beyond espresso.
- **Guided tastings:** Featuring cooperative coffees, allowing producers to connect with potential buyers and highlight their unique processes.

“It was a chance to showcase not just the coffee, but also the work behind it—the producers, the processing methods, and the challenges of growing quality coffee.” The response was overwhelmingly positive. Visitors were fascinated by the diversity of Peruvian coffee profiles, from bright and fruity to deep and chocolaty.

The experience reinforced the importance of sharing knowledge, fostering connections, and bringing global recognition to Peruvian coffee.

Exploring the depths of Peruvian coffee: Challenges, preferences, and brewing insights

Jerdaline's favourite coffee and brewing recipe

One coffee that made a lasting impression on her was from Ebert Huaman of Finca Artemira, a Marshell variety (washed process) from Cajamarca, grown at 1800m. This coffee stood out for its green apple, vanilla, and cherry profile, a combination that felt both bright and elegant. When sharing her method, Jerdaline shares how it "enhances the coffee's natural sweetness, once the extraction is finished, the cherry notes stand out beautifully."

Recommended brewing method

Equipment	Ratio	Water temperature
Origami Dripper	1:16 (18g coffee / 288g water)	90°C

Pouring method

First pour	Second pour	Final pour
80g of water (35 seconds) to bloom	Pour up to 188g, using fluid movements to create controlled turbulence	50g with turbulence, followed by 50g poured at a single central point

For Jeraldine, working with Peruvian coffee is an ongoing journey of understanding, experimentation, and appreciation. Every coffee has potential—what matters is learning how to bring out its best qualities through careful processing, brewing, and adaptation.

“The most challenging part of preparing Peruvian coffee is understanding each process—whether it’s a traditional method or something experimental—and keeping an open mind.” For her, coffee is a constant process of trial and error. Some approaches work immediately, while others require refinement. But even when a coffee doesn’t meet expectations at first, she believes in finding the right approach rather than dismissing its potential.

“A coffee with potential should never ‘die’ just because we don’t yet know how to highlight its best characteristics. Every coffee has something unique to offer when processed and brewed with care.” She doesn’t see coffees as easy or difficult—rather, each one presents its own possibilities and challenges that require thoughtful interpretation.

Preferred varieties and processes

When it comes to Peruvian coffee, Jeraldine has clear favorites:

- **Variety:** Catuai, a reliable and consistent variety across different regions, offering a solid base for both espresso and filter brewing.
- **Process:** Washed coffees, preferred for their clarity and accessibility, especially when introducing newcomers to specialty coffee.
- **Brewing style:** Espresso, the ultimate test of complexity and balance, allowing for endless possibilities in the cup.

“I love the intensity of espresso. There’s so much you can create in a single cup—it’s both an art and a science.”

From barista to business owner: BUNN CAFÉ and coffee education

Coffee started as an interest—something she was curious about but didn’t fully grasp at first. However, as she trained, competed, and worked in various coffee shops, she discovered a world of opportunities that extended far beyond making a great cup. “By working behind the bar, I was able to grow, improve, and learn from colleagues who shared their knowledge. That’s when I truly understood just how vast and complex the coffee industry is.”

Each café she worked in had its own style and philosophy, which pushed her to adapt, refine her techniques, and explore new approaches. Over time, her focus expanded beyond just improving her skills, she became passionate about teaching. “Education is the foundation of a strong coffee industry. While we have more opportunities now, we still need a solid structure, especially for those just starting their careers.”

Recognising the gaps in barista training and professional development, she founded BUNN CAFÉ, a business that focuses on:

- Coffee distribution across Lima
- Training programmes for coffee shops
- Personalised and advanced barista workshops

Through her experiences in competition, education, and entrepreneurship, Jeraldine continues to push the boundaries of what Peruvian coffee can achieve—both locally and internationally. “Being a barista gave me opportunities for both personal and professional growth. It became more than a career—it became my path. Coffee is simple and complex at the same time, but that’s what makes it so rewarding.”

The road ahead for Peruvian coffee

“Coffee has given me a career, a passion, and a mission. But there’s still so much more to learn.” Jeraldine’s journey mirrors Peru’s evolving coffee culture—a balance of tradition, innovation, and technical precision. As Peruvian coffee gains global recognition, professionals like her play a crucial role in ensuring that it reaches its full potential. “We have the coffee, we have the talent, and now we need to keep building the community.”





Looking ahead

From sustainability to market access, competition to cultural influence, the Harvest Guide 24/25 has explored the many forces shaping Peruvian coffee today. As we look ahead, one thing is clear—the future of Peruvian coffee is being written not just by one player, but by a collective effort of coffee producers, entrepreneurs, industry professionals, and coffee lovers worldwide.

From the slopes of Tayacaja to the cupping tables of Milan, Peruvian coffee is no longer waiting to be recognised, it's being actively shaped by those who believe in its future. Across every section of this guide, one thing is clear: the future of Peruvian coffee is being written by the people living it—producer, buyer, roaster, barista, and beyond. It is a story of movement, resilience, and ambition—and we're only just beginning to tell it.

Do you want to try Peruvian coffee? Get in touch with Mark Russell for samples.

Phone: +447502 160983

Email: hello@khipucoffee.co.uk

Website: khipucoffee.co.uk

Instagram: [@khipucoffee](https://www.instagram.com/khipucoffee)

LinkedIn: [/in/mrrussell](https://www.linkedin.com/in/mrrussell)

Offer list

Producers	Altitude	Varietals	Process	Notes	Price per kg
Alexander Robles Loaiza	1800-1900m	Geisha	Natural – Anaerobic, Extended Fermentation	Peach, Lemonade, Green Tea	£44
Andres Bazos	1600m	Red Caturra	Washed – Anaerobic, Double Fermentation	Toffee, Milk Chocolate	£7.67
Blanca Flor Cordova	1800-1900m	Pink Bourbon	Washed – Anaerobic, Double Fermentation	Caramel, Chocolate, Citrus Fruits	£24.31
Blanca Flor Cordova	1800-1900m	Red Geisha	Natural – Anaerobic	Floral, Apricot, Mango	£74.80
Blanca Flor Cordova	1800-1900m	Yellow Caturra	Washed – Anaerobic, Double & Extended Fermentation	Berry Fruits, Honey, Milk Chocolate	£14.78
David Flores	1750-1850m	Marshell	Washed – Anaerobic, Double Fermentation	Blackberries, Floral	£17.60
Ebert Huaman Family Farm Lot	1700-1900m	Bourbon, Catuai, Caturra	Washed – Anaerobic, Double Fermentation	Red Fruits, Honey, Milk Chocolate	£16.02
Ebert Huaman	1700-1900m	Geisha	Washed – Anaerobic, Double Fermentation	Peach, Jasmin, Floral	£48.40
Faustino Flores	1750-1850m	Marshell	Natural – Anaerobic, Extended Fermentation	Blueberry, Citrus Fruits, Creamy	£23.76
Gilder Tantalean	1250m	Bourbon	Natural – Anaerobic, Extended Fermentation	Passion Fruit, Brown Sugar	£15.29
Gregorio Espinoza	1750m	Red Catuai	Black Honey – Anaerobic, Double Fermentation	Red Apple, Citrus Fruits, Dark Chocolate	£14.87
Gregorio Espinoza	1750m	Red Catuai	Natural – Anaerobic, Cold Maceration	Mango, Hazelnut, Milk Chocolate	£19.19

Scan to visit Khipu Coffee
and meet the producers
from the 2024/25 offer list



Producers	Altitude	Varietals	Process	Notes	Price per kg
Gregorio Espinoza	1750m	Typica, Caturra	Washed – Anaerobic, Double Fermentation	Cacao, Dry Fruits, Creamy	£15.44
Hortencia Victoria Berrocal & Mauricio Ortiz	2200-2300m	Typica, Caturra	Washed	Caramel, Morello Cherry, Citrus Fruits	£26.59
Idelsa Ojeda Rodriguez	1800-1900m	Bourbon	Washed	Peach, Vanilla, Dark Chocolate	£12.67
Luisa Zamalloa	2150m	Geisha	Washed – Anaerobic, Double & Extended Fermentation	Floral, Sweet Citrus, Brown Sugar	£29.70
Manuel Rosendo Marlo Baca	1850m	Pacamara	Washed – Anaerobic, Double & Extended Fermentation	Morello Cherry, Floral, Panela	£18.61
Marcos Herrera CoE #14	1700-1750m	Geisha	Natural – Anaerobic, Extended Fermentation	Blueberry, Floral, Creamy	£34.76
Marcos Herrera	1700-1750m	Red Bourbon	Natural – Anaerobic, Extended Fermentation	Blueberry, Maple Syrup, Chocolate	£21.52
Ramos Garcia Family	2069m	Red Caturra	Natural	Red Grape, Panela, Milk Chocolate	£14.78
Ramos Garcia Family	2069m	Typica	Natural	Citrus Fruits, Milk Chocolate	£15.21
Roiber Beccera	1900m	Geisha	Natural – Anaerobic, Extended Fermentation	Honey, Red Apple, Floral	£43.47
Winkler Tapia	1700-1750m	Geisha	Natural – Anaerobic, Extended Fermentation	Blueberry, Mandarin, Mango	£44.53



khipu

2024/25 – Edition 3