Sol De La Mañana

SINCE 1986
AGRICAFE
– BOLIVIAN SPECIALTY COFFEE –

FINCAS
LOS RODRIGUEZ

HARVEST 2020/21

OUR SOCIAL PROGRAM

WINNER OF THE SUSTAINABLE BUSINESS MODEL SCA 2019

If you already visited us in Bolivia, you have most definitely met one of our Sol De La Mañana SUPERSTARS – meaning one of the producers that joined our social program in the region of Caranavi.



Sustainability Award
2019
WINNER

Back in 2014, as we started with our company's project of planting our own farms " Los Rodriguez" as an effort to lift Bolivian coffee cultivation up, we realized that we have a certain responsibility in not only managing our own farms, but also helping the producers that had been delivering coffee to us for many years, but their production kept dropping by the year and many of them decided to abandon their farms. As a family, we saw the responsibility to work against this trend and save Bolivian coffee culture. Bolivian coffee would have slowly disappeared. We saw this as a quest to assure Bolivian Coffees to all clients around the world, and as a duty we owe to Bolivia.

Our main aim was to transfer knowledge to the families involved in coffee cultivation in the Caranavi region, and to allow them to obtain sustainable profitability in the long term, by creating better quality coffee and increasing their productivity.



Carmelita Urduvi - **Finca Carmelita**

The program started in 2014, and since then producers have increased their productivity by an incredible 200%!! What used to be 2-4 bags per ha, has now increased so much that each producer delivers around 20 bags per ha every harvest.

In order for them not to abandon their lands and shifting to other professions, we put all our efforts together and started this beautiful initiative, which has already achieved incredible results, impacting involved families in a positive way, supporting the evolution of a better coffee cultivation in Bolivia & building bonds among people with the same passion. The set-up of the program was not an easy decision. Once the decision to start was made, it took a while to create a program, concentrating at one aspect of farming at a time, since we wanted the program to encompass all important aspects of farm management: From starting a nursery, planting, pruning and selective bean picking, as well as financial farm management and administration.



Julio Palli - **Finca Sanbartolome**

We were purposely strict with the joining producers, as we really wanted the group to learn the right way and to take the work seriously. In the beginning most producers were skeptical, but after seeing some results they were hopeful, thankful, and started to believe it was possible. As of now, their productivity has increased by an incredible 200%!!!

Not only has productivity increased, but the weight of the cherries has increased, which leads to higher productivity and more income. CHERRY WEIGHT means PRODUCTIVITY & QUALITY = LONG TIME SUSTAINABILITY.

On the other side, we kept stressing the importance of focusing on quality rather than on quantity, since it had been seen before that people started expanding too quickly without being able to take care of the land and farms they were expanding on.



Carmelita Urduvi - **Finca Carmelita**

"To assist in developing a Bolivian culture for how to grow coffee in a way that is financially sustainable for the small-hold farmers, they are invited to come and learn the techniques of the Rodriguez family who among other things have refined their pruning and field management in general. The programme has grown to obtain more than 50 participants. And even though, it is still in its prime up start, the positive awareness is spreading. Neighbours of the participants are inspired to optimize their own field management."

https://coffeecollective.dk/stories/fincas-los-rodriguez-bolivia-2019/

Peter Dupont,
COFFEE COLLECTIVE, Denmark



Don Gregorio Palli - Finca Volcán del Tigre

Pedro Pablo visits participating producers and teaches them a business vision in the coffee industry in Bolivia. Further, he tracks compliance of the program and provides technical support whenever it is needed, while our administrative staff supports and follows up on the financing of the producers.

Additionally, as a company, we provide the entire support of agricultural inputs, based on a funding scheme with no interests nor profit. Members are supplied with agricultural products needed in order to be able to implement the Sol De La Mañana program at their farms and we assure them a market for their entire production in the long term, with cash payments and different types of bonus according to their coffee quality.

In 2017 we eagerly awaited the first harvest for the first group of participating producers, and fortunately it showed fantastic results. Hence, even more producers were motivated to join the program and we decided to create a second group to keep up the good work and to thrive for a better coffee production in Bolivia.

The program does not only allow us to assure quality and consistency in the coffees we export, but also to make a contribution to families' economies in the region where we as a company are developing.



Sol De La Mañana
Economic sustainability
Social Understanding
Environmental awareness

Gabriel Chura- **Finca San Gabriel**

As of today, more than 100 small coffee producers take part in the program "Sol De La Mañana", benefitting and improving their quality of life.

They are mainly located in the colonies of Copacabana, Villa Rosario, Bolinda and Uchumachi, not too far from the town of Caranavi. While producers from Copacabana, Bolinda and Villa Rosario deliver coffee cherries harvested each day, our producers in Uchumachi deliver coffee in parchment, due to the greater distance to our wet mill.

Aditionally, in 2018 many families from the colony Taipiplaya joined our program in order to re-activate coffee production in that region and not allow it to die.

With the program, and agricultural work at our own 12 farms, we brought a level of coffee detail to life, the coffee farming region had never seen.

Hopefully Bolivian exports keep increasing thanks to Agricafe's 12 farms "Los Rodriguez", as well as the hard work of the 100 producers that are part of the program at the moment, and all the new families that keep joining.



Hipolito Uluri - Finca Las Aves

In conclusion, Sol De La Mañana is basically a school for coffee producers, where they have to complete a program of 10 years in order to graduate. The producers are guided through every step of coffee farming, starting with the nursery, planting, harvesting, pest prevention, pruning as well as financial management. Currently the producers are initiating year 6, learning about pruning, which is a major and very significant part of coffee farming, producers never applied in traditional coffee farming.

Additionally, the program has been teaching about re-forestation for the last two years. Re-forestation is not only an investment in sustainability and nature, but can also be seen as an investment in the medium or long term, for future generations. They could e.g. sell the precious wood in order to be able to pay for university. Further, we are working on teaching the producers about the post harvest work such as processing & farm management, with the aim of improving their quality. In the last two years there has already been more consistency in the cup with a score improvement of 2 to 3 points. This effort directly gets compensated with an even better price for the coffees.



During the Intelligentsia event EWC 2018, producers representing most coffee regions in the world as well as green coffee buyers from Intelligentsia Coffee Roaster were truly positively surprised about the quality of the **Sol De La Mañana** farms.

David Mamani - **Finca El Paraiso**

Sol De La Mañana

"...they have also introduced a sustainable model for the producers who supply them at their mill. They built this on three mantras: economical sustainability, social understanding, and environmental awareness – the Sol de la Mañana program."

Stephen Leighton, HAS BEAN, UK





Mamani Family

WHAT HAPPENED WITH THE SUPER STARS IN 2020?

In what has been a strange year, it has not been easy for our Super Stars.
Despite the incredibly challenging working environment imposed by Covid restrictions, producers had to take important decisions for the future.

In Bolivia borders, business and people were completely locked down when the harvest was ready to start. The race was on to the harvest the bumper crop safely with fewer workers and many restrictions imposed.

Pickers from the city couldn't move to Caranavi to help picking the mature cherries manually and the coffee trees were fully charged with coffee. All their savings and Income for the year were in those coffee trees.

The uncertainty of the consumption and the demand of the international market was stressful.
They did not know if they would be available to sell all their coffee.

On the other hand, they had to take the decision to prune their "new plantations" for the first time to get more coffee in the long term.
Pedro Pablo had to prepare and explain to them many times the importance of the new branches in a tree to have a sustainable coffee farm.
Good news, all our Super Stars pruned some areas of their farms. A big step for them!

Meanwhile the impact of "Sol De La Mañana" in the Bolivian coffee industry is big. Many coffee producers from the region have copied the model and have re planted new coffee trees. Hopefully, with this change the coffee growing in Bolivia could recover and at least keep it stable in the next 5 years.

Finally but not less important, young people (Producers' children) have returned to their origin and are starting their own coffee plantations. It is a good sign that they believe in this magical bean that is coffee.