



HUEHUETENANGO SPECIALTY SUPPLY CHAIN



HUEHUETENANGO SPECIALTY SUPPLY CHAIN

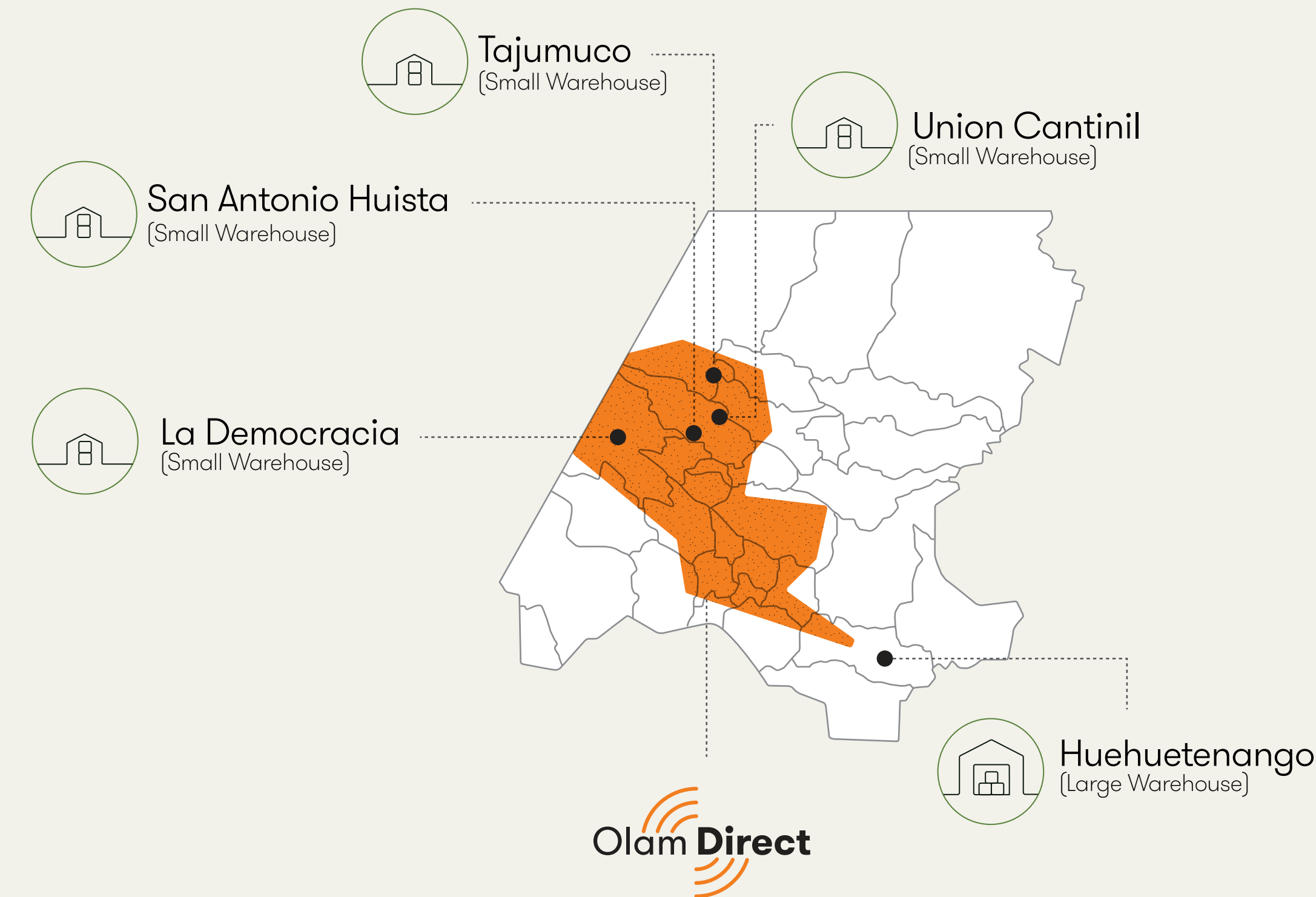
Huehuetenango has a few different meanings. To the untrained ear it is just a coffee. Here in Guatemala it can refer to the city of Huehuetenango that sits at 1900 meters and is entirely too dry to grow coffee, the state that borders Mexico, or, of course, the coffee itself, affectionately known as "Huehue," famous for its winey notes that always demand a premium in the market. Getting to that coffee is never easy. We will show you in the next few pages how Olam pulls out all the stops to get you the best Huehuetenango has to offer.

In order to work with the finest coffees in Huehuetenango, you have to be there. Not just in Huehuetenango city but where the coffee is grown. Hence, we at Olam have installed 4 buying units on the farmers door steps: Union Cantinil, Tajumuco, San Antonio Huista and La Democracia. These are clustered in different strategic locations that facilitate us getting to know who grows your coffee. Each small unit produces a different profile of coffee reflecting the different micro climates throughout the region.

In areas were we don't have these tiny up country warehouses, we have deployed a digital network called Olam Direct. This system uses an app on a cell phone that provides daily price updates to farmers and the chance for them to sell directly to an exporter, gaining market access with a few clicks.

Looking at the map, the coffee growing region looks small and dense. When you visit us you will find it takes a significant amount of time and a 4x4 truck to travel what appear as short distances on a map.

HUEHUETENANGO SPECIALTY SUPPLY CHAIN SUB-REGIONS





HUEHUETENANGO SPECIALTY SUPPLY CHAIN

UNION CANTINIL

Union Cantinil is well protected by the mountains. Just getting there is an adventure. Our small warehouse sits at 1500 masl near the center of the municipality.

What makes this coffee special? Maybe it is the north facing slope or the dominance of heirloom varieties. Maybe it is the soil and the high altitude peaks. The short answer is we don't know.

The coffee grown here is the base component of the the Olam Specialty Jabiru Brand.



CUP

Flavour: Chocolate, apple, cherry and caramel.
Sweet and rounded with medium acidity.

BODY



ACIDITY



SCA SCORE



GRADE SHB-EP



VARIETIES

Caturra. Pache. Catuai.



PRODUCERS

+400 small producers deliver coffee to this Warehouse.



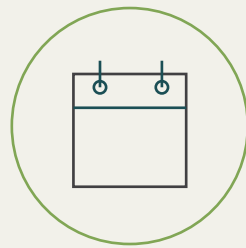
Mario Cano is the buyer shown here in the picture.

He is a legend in the community and he has been with us for over 5 years. Locally he is known as Profe (short for professor) as he also teaches on the side. He also buys and sells Toyota 4x4 trucks.

UNION CANTINIL



ALTITUDE
1500-2000masl.
FARM SIZE
1ha (avg)



HARVEST
Nov to May



Soil conservation model is demonstrated in a small plot



4 Agronomists In coolaboration with Tecnoserve, the MOCCA project and Olam



SUSTAINABILITY

AtSource  > 100%

AtSource+ > 67 Producers

RFA/UTZ (Upon request)



> Gregory's Coffee + Restoring Vision + Olam Guatemala started a relationship to provide reading glasses to the community.



Olam Guatemala’s premier brand from Huehuetenango. Over the last few years this coffee has consistently produced brilliant cups with notes of cherry and a balanced malic acidity. Jabiru is named from a large stork that ranges from Brazil to Mexico (much like coffee). When you see a Jabiru (the bird) you know you are seeing something special. This brilliant coffee is the same on the cupping table.

The original coffee of Jabiru came from Union Cantinil’s small warehouse.



About 100 small producers use our app to sell us coffee

HUEHUETENANGO SPECIALTY SUPPLY CHAIN

TAJUMUCO

The Tajumuco Farmer Center is driven by 4 main objectives 1) Give producers access to the specialty market. Olam has opened a cupping lab on site so every quintal purchased is being cupped to identify specialty grades for which farmers are paid a premium on the spot. 2) The Farmer Center provides trainings on crop management in coordination with Popoyan and Innovatec. 3) With the support of Genesis we are providing financing options for small producers 4) Lastly, as the community social projects are directed at the water resources as water is scarce on this mountain top town.



CUP

Flavour: Floral, apple, honey, vanilla & complex.

BODY



ACIDITY



SCA SCORE



GRADE SHB-EP



VARIETIES

bourbon, pache & caturra



PRODUCERS

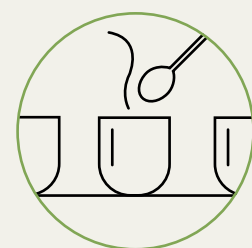
+100 small producers deliver coffee to this Warehouse.

TAJUMUCO



ALTITUDE
1500-2000masl.

FARM SIZE
1ha (avg)



Cupping every day
during harvest



Good agricultural
practices



About 100 small producers use our app
to sell their coffee to us.

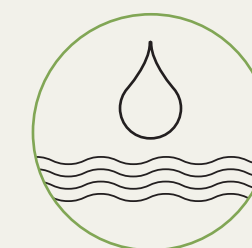
A Specialty Survey has been developed using
Olam Direct and the Olam Farmer Information
System to create trainings and services for
producers. Everything from pruning to fertilizer
sales are custom offered to our small holders



SUSTAINABILITY

AtSource

RFA & UTZ (Upon request)



With Olam Specialty Coffee Europe we installed
a water filter in the primary school to serve 160
students



With the support of Popoyan we planted two
varieties in a Demo Plot: Obata and H3. In the
same plot we are piloting a drip irrigation system
also with Popoyan



Olam Guatemala's premier brand from
Huehuetenango. Over the last few years this
coffee has consistently produced brilliant cups
with notes of cherry and an balanced malic
acidity. When you see a Jabiru (the bird) you
know you are seeing something special. This
brilliant coffee is the same on the cupping table.

In Tajumuco, we have used this coffee for its
chewy body and base notes in the Jabiru brand.

Jose Angel is our star cupper in Tajumuco. He gives
direct feedback to the farmers as they drop of samples
of their coffee.

HUEHUETENANGO SPECIALTY SUPPLY CHAIN

SAN ANTONIO HUISTA

There are two ways to get to San Antonio Huista, up over the high altitude mountains that tower over Huehuetenango City, or you can travel along the Pan American highway for a couple hours, just before arriving to Mexico turn right up into the mountains.

San Antonio Huista is one of the commercial hubs of the region and has a few basic hotels and a paved city center. Many of the producers that live in remote high-altitude towns bring their coffee to this tiny city both to sell their coffee and buy basic goods before traveling back up to the small towns they call home.



CUP

Flavour: Grape, orange zest and chocolate

BODY



ACIDITY



SCA SCORE



GRADE SHB-EP



VARIETIES

Bourbon, Caturra & Catuai



PRODUCERS

400 small producers deliver coffee to this warehouse





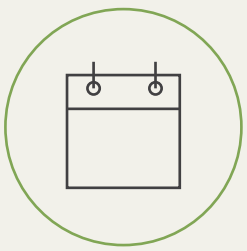
Here in the picture is Sotero Martinez, our buyer buying some coffee directly from small producers in San Antonio Huista.

Sotero has a Bachelor's Degree in Business Administration and in his free time he plays the piano/keyboard.

SAN ANTONIO HUISTA



ALTITUDE
800-2000masl



FARM SIZE
1ha (avg)



HARVEST
Nov to May



LANGUAGE
Mam & Popti are some Mayan languages spoken in this region



About 250 small producers use our app to sell their coffee to us and receive daily price and market updates



SUSTAINABILITY

AtSource > 100%

AtSource+ > 67 Producers

RFA/UTZ (upon request)



Olam Guatemala's premier brand from Huehuetenango. Over the last few years this coffee has consistently produced brilliant cups with notes of cherry and an balanced malic acidity. When you see a Jabiru (the bird) you know you are seeing something special. This brilliant coffee is the same on the cupping table.

The coffees from San Antonio Huista add a milk chocolate sweetness to Jabiru.



Olam Direct is a new procurement model designed to empower producers by shortening supply chains, reducing intermediaries and fostering transparency. The program utilizes an accessible mobile app which provides farmers with daily pricing. Here we have a strong network of farmer leaders and producers with more than 70 producers registered.

We pay very close attention to the quality delivered from the Olam Direct app. Sometimes the coffee is a standard SHB, but sometimes the cup jumps off the table and deserves microlot status. In these cases, we rush samples to market and once sold pay premiums back to the farmers.

However, a couple of regions have produced brilliant microlots. Those two regions are San Pedro Necta and Santa Barbara.

San Pedro Necta is well known as a region with beautiful coffees with sweet floral notes and brilliant acidity.

Santa Barbara is known for small beans and some of the highest altitudes in all of Guatemala. We have visited several times and see coffee growing at 2300 meters. These coffees are packed with sweet and tart berry notes.



901 producers
using OD App



134 Farmer Leaders



Farmers to you





Marta Mejia is a Farmer Leader in the Olam Direct program and has also produced microlots of her own from her farm.



All qualities come in from Olam Direct, everything from standard SHB up to some of the finest microlots that are sold in Guatemala. The two clusters that year on year deliver brilliant micro lots are: San Pedro Necta and Santa Barbara



ALTITUDE
1200-2300masl.

FARM SIZE
1 ha (avg)



SUSTAINABILITY

AtSource

RFA & UTZ (Upon request)

SAN PEDRO NECTA



CUP
Flavour: lime, peach, panela, melon & citrus.
Well sweet rounded body and bright acidity.

BODY

ACIDITY

SCA SCORE

GRADE SHB-EP

SANTA BARBARA



CUP
Flavour: Lemon, peach, blueberry, red wine & cherry sweetness

BODY

ACIDITY

SCA SCORE

GRADE SHB-EP



USA

East Coast U.S: (914) 920-2710
West Coast U.S: (707) 431-9500
sales-osc@olamnet.com

EUROPE

osceurope@olamnet.com
+44 (0) 151 498 6500

GUATEMALA

byron.holcomb@olamnet.com
+502 3014-4518