



#03



COFFEECARE
NEWS

DISCOVER THE GOOD NEWS IN OUR NEWSLETTER #3

Discover in the latest edition of our newsletter the transformative initiatives taking place in Santa Bárbara, Huehuetenango, driven by our partnership with **Tchibo**.

Learn about the strengthening of local talent through enriching workshops and the innovative hydroponics project that empowers women and diversifies their livelihoods.

You'll also be inspired by stories of resilience and the launch of "The Best of Coffee", a window into the community's positive role models.

Join us in celebrating progress!

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STRENGTHENING HUMAN TALENT

Aware of the value of human potential and the positive impact each person can have at the community level, and thanks to **Tchibo**, one of our most important partners, we have been working on strengthening our team of collaborators in Santa Bárbara, Huehuetenango



During the last days of April, we held a series of workshops and training sessions aimed at developing human talent, providing educational tools for effective communication and collaboration with small-scale producers in the area.

Several workshops were led by international specialists who, in addition to sharing knowledge and educational resources, also carried out important empowerment work.

CULTIVATING EMPOWERMENT: HYDROPONICS IN HUEHUETENANGO

In the heart of Santa Bárbara, Huehuetenango, an innovative project is blooming—transforming the lives of families from small coffee-producing communities.

Coffee Care's Hydroponics Project, supported by Tchibo, has introduced an agricultural technique that is empowering the women of the community.

Hydroponics—the cultivation of plants without traditional soil—has enabled these women to grow a variety of fresh, nutritious vegetables.

This new knowledge has not only diversified their diets by providing a steady source of healthy food, but has also opened doors to new economic opportunities.

The surplus from the production is sold within their own community, generating additional income alongside coffee farming. These savings and extra earnings are expected to significantly contribute to their economic well-being and enhance their ability to make decisions about their own lives.

SOME IMPORTANT FACTS

- There are more than 40 women who already have their own projects at home.
- We are training 40 more in 2025, providing them with the necessary supplies to replicate the project at home.
- Additionally, they are being trained in the **Women Entrepreneurs** program by **Junior Achievement** to strengthen their financial management skills.
- New skills have been developed for women so they can start their own small businesses from home.



LO MEJOR DEL CAFÉ



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POSITIVE STORIES LO MEJOR DEL CAFÉ

In each edition of **Coffee News**, we share positive stories of individuals who have overcome countless obstacles and succeeded in their personal development. Many of them are beneficiaries of the projects we support in various coffee-growing regions of the country, such as Santa Bárbara, Huehuetenango.

Following the initiative to share these types of stories, we have developed, in collaboration with **Tchibo**, the project “**Lo mejor del café**”, which invites the community to share positive stories and examples from the area so that people, especially young people, can learn about the good role models in their community.

The project includes a public event to honor exemplary individuals proposed by the community. Very soon, we will be sharing updates and positive stories from the land of the best coffee in the world.

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SUCCESS STORIES MARTA ALICIA

Marta Alicia Gómez Sales is one of the admirable women who has completed her Hydroponics course.

With renewed hope, Marta Alicia shares how the recent planting techniques have changed her life. A widow and the pillar of her home, she now finds in this new knowledge a way to support her family.

From now on, she will work with her newly acquired wisdom, already envisioning her trip to Huehuetenango, where her harvests will become the desired livelihood, as she plans to sell them there.

She now has a better understanding of management and sees saving as an ally.

Congratulations, Marta Alicia, on your achievements and your inspiring example!

