



#04



COFFEECARE
NEWS

WELCOME TO EDITION #4 OF OUR MONTHLY NEWSLETTER!

In this new edition of **Coffee News**, we're excited to highlight the incredible impact that women coffee producers are making in the Guatemalan coffee industry. While their work is often less visible, women are playing a fundamental—and in many regions, even dominant—role.

This newsletter showcases our work through technical training in Huehuetenango and Sololá, where women with advanced agricultural knowledge and essential business skills are taking center stage.

Meet the driving forces behind one of the world's most beloved beverages!

1

70% OF OUR PRODUCERS IN SANTA BÁRBARA ARE WOMEN

Beyond delivering supplies or providing financial assistance to coffee producers, it's the training in modern and sustainable agronomic practices that truly drives long-term progress.

That's why our **Café y Árboles** initiative focuses on strengthening scientific knowledge for more than 3,500 producers in Santa Bárbara, Huehuetenango.

Our goal is to equip them with skills in proper soil management, pest and disease control, pruning, and selective harvesting—laying the groundwork for higher productivity and better bean quality.

What stands out most today is that the vast majority of these producers are women. Investing in their technical training transforms their ability to optimize resources, reduce production costs, and ultimately increase their income—improving the quality of life for themselves and their families.

It's a virtuous cycle in which investing in knowledge generates positive socioeconomic and environmental impact, solidifying the sustainability of the coffee sector and contributing to the holistic development of rural communities—through the leadership of women.

PROGRESS & ACHIEVEMENTS

**Training topic for May 2025:
Foliar fertilization and proper
agrochemical handling**

Total attendees: 805 producers

Women participants: 570

NUMBER OF PARTICIPANTS

NUMBER OF PARTICIPANTS PER MEETING	WOMEN	MEN
87	63	24
85	61	24
86	64	22
92	76	16
118	72	46
125	79	46
212	155	57
805	570	235





2

THE STRENGTH OF WOMEN IN SANTIAGO ATITLÁN

Following the successful model implemented in Huehuetenango, we decided to replicate our technical training in San Antonio Chacayá, Atitlán.

We launched our program with two groups of women, each with 25 participants. Their first training took place in September 2024, and since then, they've received a new training topic each month.

So far, the women have been trained in coffee nutrition, fertilizers, wet milling, and foliar fertilization. They are already applying this knowledge to their coffee production processes.

Just like in Santa Bárbara, we are confident these Guatemalan women producers will double their coffee yields in the short term—boosting their income while maintaining the high quality that defines the coffee from their region.



3

INSPIRING STORIES

María Quiejú - A Hardworking and Exemplary Woman

Mari began working with **Coffee Care** at the Escuela Oficial Rural Mixta #2, a school built by Coffee Care over 10 years ago for the community of San Antonio Chacayá, Atitlán. The school project included a meal program for 75 children, and Mari served as the supervisor in charge of meal preparation, working alongside a group of mothers.

From the very beginning, Mari demonstrated commitment and love for her work, becoming a valued member of our team. She was later invited to participate in other Coffee Care projects and was trained in the **“Abriendo Oportunidades”** methodology, a program developed by Population Council. For several years, Mari led many groups of girls in the area, doing exceptional work and helping us reach nearly the entire female youth population of San Antonio Chacayá.

Driven by her spirit of growth and desire to develop professionally, Mari trained as an agricultural technician through our programs in Atitlán. Today, she leads the two groups of women coffee producers we mentioned earlier in this newsletter.

Mari’s talent, skills, and charming personality have earned her the admiration of countless people—including our entire **Coffee Care** team. That’s why we’re dedicating this space to congratulate her and share her inspiring story with the world.

*Congratulations, Mari!
Keep moving forward in your career!*

