

#03



COFFEE CARE NEWS

GOOD NEWS FOR THE WORLD OF COFFEE!

In this April edition, we share the progress of a highly productive March.

From the community of Santiago Atitlán, we celebrate the expansion of our technical training programs, where the trust built last year has opened doors to new producers.

We also highlight the value of our strategic partnerships: from the global vision of **Tchibo**, which validates the efforts of our communities, to the local commitment of **&Café**, providing our youth with marketing and communication tools.

It has been a month dedicated to strengthening every link in the Guatemalan coffee value chain!

1

THE VALUE OF TRUST IN THE FIELD!

Following the success of the women coffee producers' group in Santiago Atitlán in 2025, this year we have launched technical training for more than 70 producers.

Interestingly, motivated by last year's results, several men requested to join the program and now represent nearly 30% of the group, although women continue to lead farm management.

During March, the main focus was pruning, a vital technique for the health and productivity of coffee plantations.

Mari, the group coordinator, reflects on this growth: *"At the beginning, producers were doubtful of our work."*

Last year, by seeing the consistency and follow-up of the training sessions, along with the support provided through plant distribution, we were able to build their trust."

Today, that trust is reflected in active participation and a shared commitment to improving the quality of their production.





2

A STRONG COMMERCIAL RELATIONSHIP: STRATEGIC ALLIANCE WITH TCHIBO

We had the honor of welcoming Theda Behrens, Guatemalan Coffees Buyer for **Tchibo**. These visits are essential, as they allow our partners to witness firsthand the comprehensive support provided to smallholder producers in the regions where their coffee originates.

Theda has been a key ally in maintaining a relationship that now spans over 15 years.

Her presence in the communities strengthens the connection between the international market and local producers, ensuring that sustainability and quality standards are upheld, and guaranteeing that the impact of **Coffee Care** continues to reach the families who make the coffee enjoyed in Germany possible.



3

POSITIVE STORY

&CAFÉ EMPOWERING FUTURE ENTREPRENEURS

This month's positive story highlights the generosity of **&Café**, a Guatemalan company that, on a completely altruistic basis, collaborates annually in the development of our **Coffee Clubs**.

In March, we were honored to have the valuable participation of Juan Daniel Marroquín, Marketing Manager at **&Café**, who delivered a practical workshop for the youth.

Students learned about the importance of commercialization, product design tech-

niques, and marketing strategies applied to the coffee they produce within the club.

This collaboration is invaluable, as it equips them with real-world tools to ensure their ventures are not only productive but also competitive and appealing in the local market.

Thank you, **&Café**, for believing in the talent of Guatemala's youth!