

# #03



## COFFEECARE NEWS

### PARTNERSHIPS THAT ELEVATE OUR QUALITY AND EXPAND OUR REACH

Welcome to our May edition! In this newsletter, we celebrate knowledge transfer at two fundamental levels: technical and methodological.

Thanks to the support of strategic partners such as **Unitrade** and **Tchibo**, we have been able to bring highly experienced experts to share their knowledge with young students from the Fe y Alegría Institute, as well as with our technical team in Huehuetenango.

Furthermore, under the premise that “good things are meant to be shared,” we close this edition with exciting news about how interinstitutional cooperation is enabling us to deliver essential training to hundreds of producers in new regions.

# 1

## TRAINING FUTURE COFFEE CUPPERS AT FE Y ALEGRÍA

High-quality learning is one of the cornerstones of our **Coffee Clubs**.

On this occasion, we would like to express our sincere gratitude to **Unitrade** for making possible the visit of Carlos del Cid, one of their master cuppers.

Carlos traveled to Huehuetenango to work directly with the young members of the **Coffee Club** at the Fe y Alegría educational institute.

During this session, students immersed themselves in the fascinating world of coffee cupping, learning techniques to identify qualities, varieties, and specific processes that define the excellence of a great coffee.

Having access to a mentor of this caliber not only provides them with cutting-edge technical tools, but also opens their eyes to the professional opportunities available within the coffee industry.





## 2

### EMPOWERING METHODOLOGIES: A GATHERING WITH EXPERTS

As part of the “Coffee to Stay” project and with the invaluable support of the German brand Tchibo, our technical team participated in an intensive week of training in Huehuetenango.

We had the privilege of learning from two international experts in participatory methodologies:

Charo Lanao from Peru and Marisabel D’Avila from Ecuador.

The objective of this training was to strengthen the team’s skills in

facilitation and implementation of participatory techniques.

At Coffee Care, we understand that technical knowledge alone is not enough; knowing how to effectively share that knowledge with diverse audiences is what truly creates sustainable change.

This training equips us with better tools to make our educational processes within communities increasingly dynamic, inclusive, and effective.



3

**POSITIVE STORIES**

**Partnerships that Multiply  
Impact in the Field**

Guided by the belief that “good things are meant to be shared,” we are excited to see our reach continue to grow.

During April, the strategic partnership between the **AVANZA** project and **TechnoServe** made it possible to train a group of women in San Martín Jilotepeque on a crucial topic for productivity: identifying symptoms of nutritional deficiencies in coffee plantations.

Learning how to “read” the health of coffee plants is a transformative skill for any producer.

However, what makes this news especially meaningful is the multiplying effect of collaboration: thanks to this joint effort between institutions, we are now able to provide training to an additional 1600 producers in the regions of Chimaltenango and Atitlán.

This achievement demonstrates that partnerships not only strengthen existing projects, but also serve as the key to expanding development and prosperity to more coffee-growing families throughout Guatemala.