

# LA MORENA CUBULCO FSHB

GUATEMALA GREEN COFFEE | GENUINE ORIGIN



## Coffee Details

### ORIGIN

Cubulco, Baja Verapaz,  
Guatemala

### PRODUCER

Various women  
producers

### PROCESSING

Washed

### HARVEST SCHEDULE

December-March

### VARIETY

Catuai, Pache-San  
Ramon, Sarchimor,  
Bourbon, Caturra

### ALTITUDE (MASL)

1600-1800

## Coffee Background

In 2016, Genuine Origin created the La Morena program to give female coffee growers access to the global supply chain and to address gender inequality in coffee farming. The program started off small; we worked with four IWCA members to import 32 boxes of green coffee beans. It was a micro-lot by all accounts, but roasters were receptive, and the small lot quickly stocked out. The growers enjoyed success from that introduction to the market and their coffees and their coffees became highly sought after.

Fast forward to 2023: our specialty coffee sourcing team in Guatemala worked with over 800 women farmers spanning the coffee-growing regions of Huehuetenango and Baja Verapaz. What started as a micro-lot of about 2,000 lbs of coffee has blossomed into a platform that strongly addresses gender inequality in coffee. And roasters are thirsty for more!

Genuine  origin

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