

LA MORENA HUEHUETENANGO FSHB

GUATEMALA GREEN COFFEE | GENUINE ORIGIN



Coffee Details

ORIGIN

Huehuetenango,
Guatemala

PRODUCER

Various women
producers

PROCESSING

Washed

HARVEST SCHEDULE

December - March

VARIETY

Bourbon, Catuai,
Caturra

ALTITUDE (MASL)

1200-1600

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 2,000lbs 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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