

# ORGANIC MINCA GRADE<sub>1</sub> SHB/EP

PERU GREEN COFFEE | GENUINE ORIGIN



## Coffee Details

### ORIGIN

Junin, Peru

### PRODUCER

Various smallholders

### PROCESSING

Washed

### HARVEST SCHEDULE

March - June

### VARIETY

Caturra, Bourbon,  
Typica, Pache, Catimor

### ALTITUDE (MASL)

1200 - 1750

## Coffee Background

In the Quechua language of the Peruvian Andes, Minca refers to a special camaraderie between farmers. During non-harvest periods, groups of neighbors travel from farm to farm, working together on what needs to be done. Then they move on to the next farm until everyone's needs are met. This idea of caring for the whole - this social bond - is known as, Minca.

Peru is a top producer of fair trade and certified organic coffee - two key distinctions that help differentiate Peru green coffee from the highly competitive exports coming out of its neighboring countries. Organic farming on its own, however, can be a costly venture for farmers, starting with a three-year downtime as they transition their land.

That's why the organic green coffee that Genuine Origin sources, in partnership with its sister company, Volcafe Peru, is produced with careful evaluation for sustainability - from an agricultural and operational perspective.

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