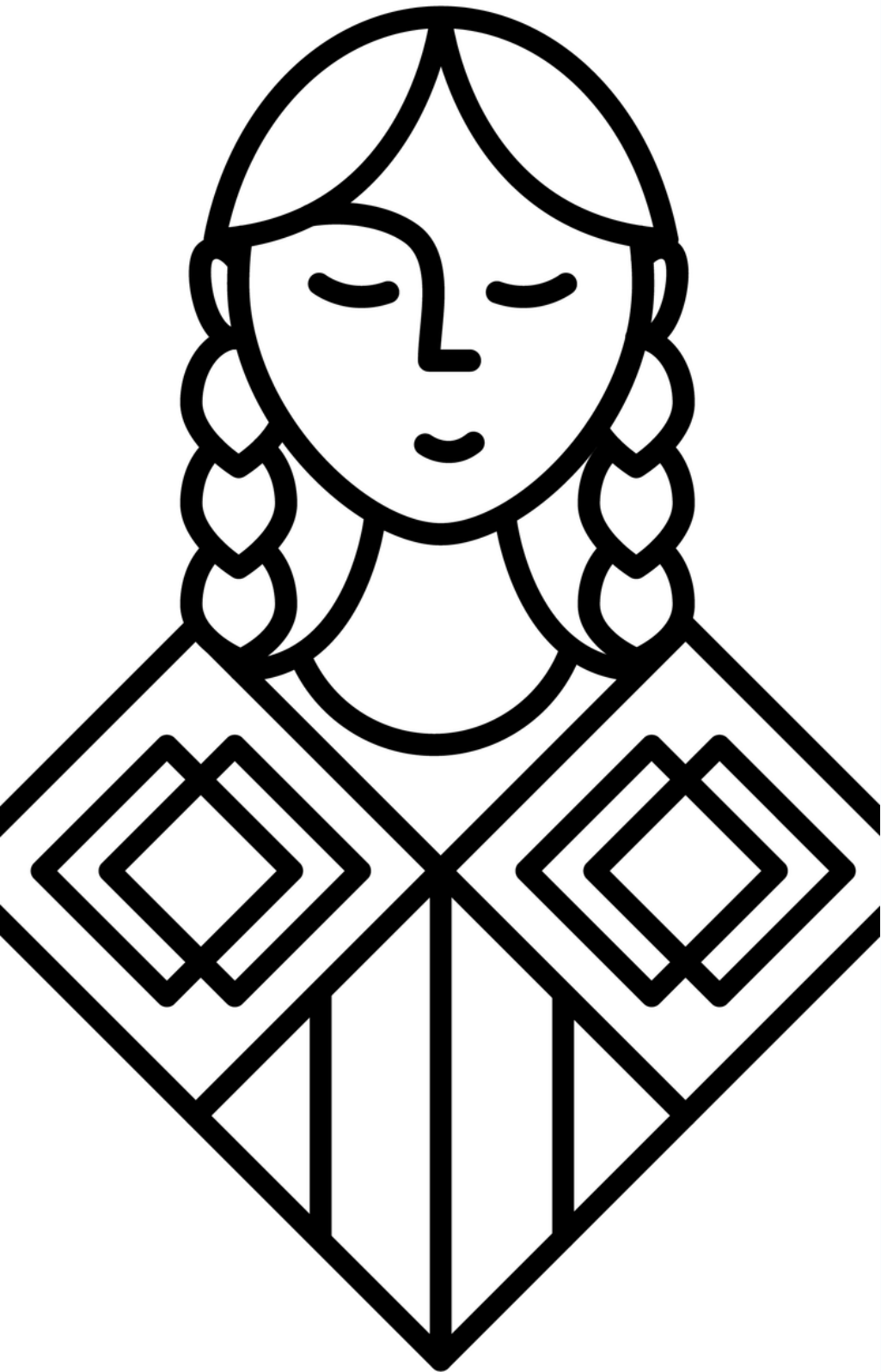


LA MORENA - Outlook



OVERALL

23

Farms

1,545.94 mael **6.49** ha

Average Altitude

Average Size

AVERAGE TOP VARIETALS



● Caturra	23.5%
● Bourbon	22.4%
● Pache	14.1%
● All others	40.0%

Guatemala, Guatemala - Huehuetenango

LA MORENA

Demographics

Male	0.00 %
Female	100.0 %
Company	0%
Average Family under 18	2.20
Average Family over 18	2.23

Average Age

50.52

Household income ▼

Merchant	29.19 %
Agricultural worker	25 %
Agricultural (owns other crops)	16.69 %
Services	16.69 %
Entrepreneur	8.30 %
Livestock Producer	4.20 %

Cost breakdown at farm level

● Agricultural	43.73%
↑ Labor pre-harvest	35.37%
↑ Agricultural inputs (other)	64.62%
↑ Agricultural inputs (fertilization)	69.08%
● Harvest & Post-Harvest	36.95%
● Administrative Costs	19.30%

Productivity

Green coffee bags per hectare	9.20
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Cost breakdown at farm level

● Agricultural	42.08%
↑ Labor pre-harvest	33.63%
↑ Agricultural inputs (other)	66.36%
↑ Agricultural inputs (fertilization)	82.54%
● Harvest & Post-Harvest	50.83%
● Administrative Costs	7.07%

Productivity

Green coffee bags per hectare	14.10
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2016

First year - collecting info

2016 we collected data from the farms that were composing the first lot of Morena for the 2017 crop.

2020

Fifth year - improvements

Reorganization and better distribution of costs at farm level, lead to a better productivity of the farms.