

unblended

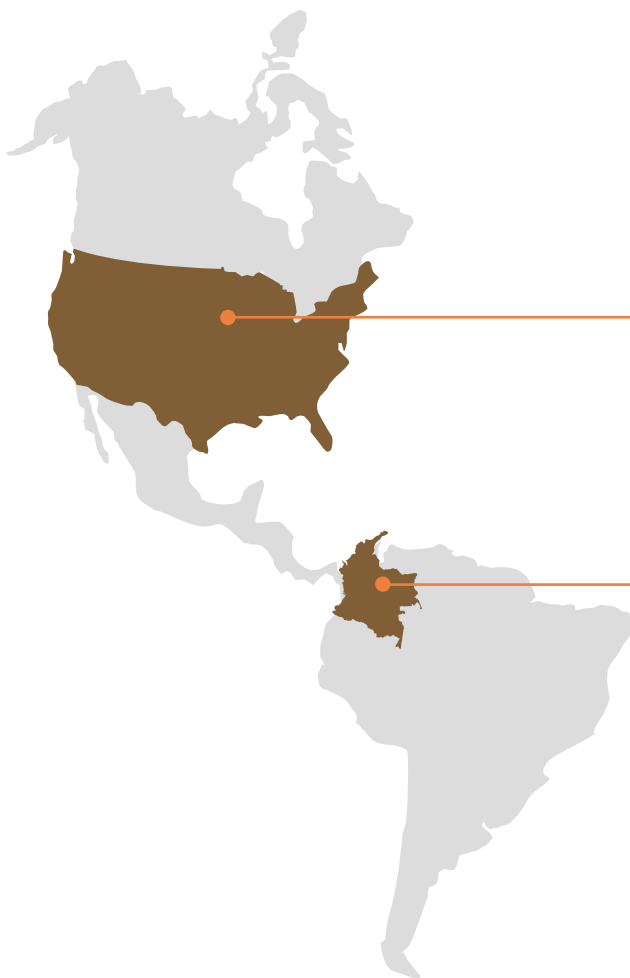
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YOUNG PRODUCER PROGRAM

OUR PURPOSE

Guide each coffee producer member of the program in the creation of their own coffee project – positioning their brand internationally and helping them improve their company's profitability through the creation of differentiated products.



GOAL : Promote their work with a roaster.

GOAL : Work with 15 producers from PEC.

Today we currently work with:

José Daniel Vásquez from Andes

Santiago Caro from Urrao

Andrés Cardona from Santa Bárbara

Pablo Villada from Santa Bárbara

Carolina Ramírez from Andes

HOW IT WORKS

Participants will go through 5 different modules:

1

INTRO TO
THE US
MARKET

2

MY BRANDS
AND MY
PRODUCTS

3

INTERNATIONAL
EXPERIENCE

4

INVESTING
IN MY
PRODUCTION

5

MARKETING
AND SALES



① INTRO TO THE US MARKET

Understand the intricacies of the US Specialty Coffee market, its value chain, its differentiated products, its pricing and its opportunities.

In this first module we aim to know the participants better, their challenges, their stories, their production to identify the most prominent opportunities.

PARTICIPANTS WILL

- Create a CV for each coffee grower (progress map, annual production estimates, current income and challenges).
- Prepare a harvest plan.
- Get introduced to the value chain.
- Coffee cupping with reference to current USA market prices.
- Create their company's name Develop company branding.
- Develop promotional materials: pictures, videos or brochures.



② MY BRANDS AND MY PRODUCTS

Explore the process behind the creation of differentiated products. Understand the fundamentals of fermentations, processing and standardization.

In this module participants will introduce and promote a new micro-lot to US roasters



PARTICIPANTS WILL

- Learn about Post-Harvesting and product creation
 - Fermentation Protocols
 - Experiment Design
 - Coffee Naming
- Do a course about “cupping for quality”.
- Learn about fermentation protocols standardization and data collection.

3 INTERNATIONAL EXPERIENCE

Share knowledge and experience with an international roaster or other coffee professional.

Develop business acumen by learning about accounting, production, processing costs, and finance.



PARTICIPANTS WILL

- Share knowledge in a international exchange with coffee professionals.
- Develop accounting and finance skills Calculate their cost of production.
- Collect variable and fixed costs data.

④ INVESTING IN MY PRODUCTION

Understand and optimize the production flow.

Analyze harvest, processing and drying processes and find efficiencies to improve the process.



PARTICIPANTS WILL

- Learn about production system analysis. Invest in production equipment.
- Create a crowdsourcing project to raise money for production equipment.

5 MARKETING AND SALES

Develop marketing and sales skills to create content around the brands and add value to the products.



PARTICIPANTS WILL

- Create marketing content.
- Develop a sales system and strategy.

**THE
FUTURE
IS
YOUNG**

**SO
MAKE
COFFEE
FARMING
EXCITING!**